

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

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VOL. XCIX.

NEW YORK, APRIL 30, 1921

No. 18

The world needs a laugh!

It's going to get it in June,
when the novel that will set
the nation chuckling will be
published.

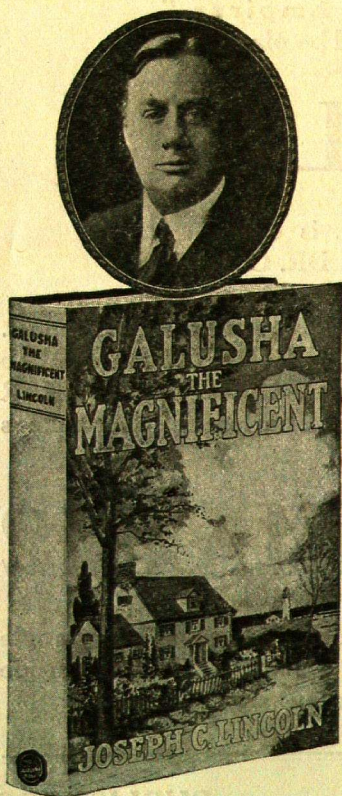
Joseph C. Lincoln

wrote it and it is a humorous
masterpiece, American to the
core.

GALUSHA THE MAGNIFICENT

is the title, and laughable, lov-
able Galusha is matchless for
sheer, delightful risibility.
Folks smiled at him "down
East" while sudden illness
held him in their midst, but
he proved a pretty big factor
in the community, despite his
helpless and harmless exterior.

The most humorous and wholesome
book of 1921. Everyone will enjoy
Galusha's antics in this best of Lincoln
novels. Back of it is a countrywide
publicity campaign. \$2.00 net.



NEW YORK
LONDON

D. Appleton and Company

WHAT REALLY HAPPENED AT PARIS

is the story of the Peace Conference,
1918-1919 by American delegates, and as
COLONEL HOUSE says of it in his "Foreword,"

"The voice of the United States during the memorable Conference at Paris, finds its first comprehensive and authoritative expression within these pages Here is told by those who sat in Conference day by day with the heads of states, the story of the negotiations which brought about the Peace with the Central Empires."

The historic volume which will be placed

ON SALE

by Charles Scribner's Sons, is edited jointly by **COLONEL HOUSE** and **DR. CHARLES SEYMOUR**, Professor of History at Yale. The eighteen men who contribute to it, have used this medium to give America their report. They include **HERBERT HOOVER**, **SAMUEL GOMPERS**, **THOMAS W. LAMONT**, **ADMIRAL HENRY T. MAYO**, **GENERAL TASKER H. BLISS**, and **JAMES BROWN SCOTT**. Charles Scribner's Sons announce that the book will be published

THURSDAY, MAY 12

and the price will be \$4.50. The various contributors cover every angle of the conference: political, military, social, economic. It is the inside story of the Conference and a book of tremendous significance.

CHARLES SCRIBNER'S SONS

FIFTH AVENUE AT 48th STREET

PUBLISHERS

NEW YORK

The Best Selling Book in America

The "Books of the Month" Record

October 23rd—Published

November—Eighth on the list
(15 points—the leader had 26)

December—Fifth on the list
(22 points—the leader had 36)

January—Second on the list
(45 points—the leader had 49)

February—Second on the list
(60 points—the leader had 64)

Now that Einstein is in America, Slosson's **"Easy Lessons in Einstein"** (reliable yet deliciously humorous) is selling like a novel. 5th printing, \$1.35.

March—First on the list (70 points—the second book had 59)

¶ While **"Main Street"** will stay at the head of the list for months, **"The Brimming Cup,"** Dorothy Canfield's new novel published March 10th, is sixth on the March list and to judge from reorders will crowd **"Main Street"** as soon as it gets its real market to the multitude of married women whose story it portrays. *Chicago Tribune* reports the Canfield book first in Chicago week of April 16th.

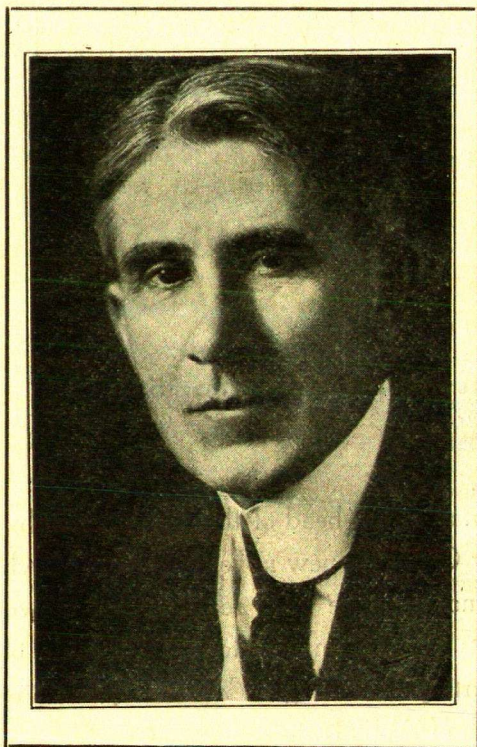
¶ And in June Lytton Strachey's **"Queen Victoria"** will take a good position in the non-fiction list, and if we know a great book it will stay there a long time.

¶ By-the-way, the play, **"Main Street,"** will be on Broadway and on the road next fall.

¶ It is safe to say you haven't enough **"Brimming Cup"** and **"Main Street"** on the way to last while you are at Atlantic City.

Harcourt, Brace & Co., 1 West 47th St., New York

Get Your Share of



This is the latest picture of Zane Grey, the man whose authentic stories of the Great West have made him the most popular author in America. Zane Grey Week gives you an opportunity to share his success.

Three HARPER ZANE GREY Books to Feature

The Mysterious Rider

This is the book that reached 160,000 a few weeks after publication. Like all the other Zane Grey books, it will go on selling for years. **THE MYSTERIOUS RIDER** is one of the "sure things" of the book business. It needs only to be displayed to be sold. This book will be emphasized during Zane Grey Week with a large three-color poster mounted on heavy board. (Illustrated) \$2.00 net.

The Man of the Forest

1920's best selling novel is still "going strong." Every new Zane Grey fan that starts with "The Mysterious Rider" is a prospect for this and Grey's other books. "The Man of the Forest" will be listed and illustrated on Zane Grey Week posters that will be on display in literally thousands of stores. New interest will be stimulated in this book. Order your copies now and put them where people can see them. (Illustrated) \$2.00 net.

Tales of Fishes —The Best Fishing Stories in Print

Here is the book to sell to sportsmen of your city. It will pay you to call the fishing enthusiasts on the telephone and tell them about this book of what have been called the "best fishing stories in print." Most of "the boys" have got the fishing fever now, so it's the psychological moment. "Tales of Fishes" will be a big seller during Zane Grey Week. Beautifully illustrated. Frontispiece in color. \$3.00 net.

Don't Wait Till It's Too Late—

If you have not already placed a stock order for **THE MYSTERIOUS RIDER**, **THE MAN OF THE FOREST**, and **TALES OF FISHES**, we earnestly urge you to do so at once. Remember Zane Grey Week will be a *real* week. Nothing can prevent you from making dozens

of extra sales except lack of stock. A stock of Zane Grey's books is always an asset. Zane Grey's books sell. Wire your order today, at our expense, and we will ship your books, together with a good supply of display material, at once.

Harper & Brothers, Est. 1817

These Extra Sales!

June 2nd to June 9th 1921 will be

ZANE GREY WEEK

**Zane Grey to Receive More Publicity in This Short Time
than Any Other Living Author. This will result in
Tremendously Increased Sales of His Popular Books.**

HERE, is the outline of this great publicity campaign, in which Harper & Brothers are cooperating with the Curtis Publishing Company, Grosset & Dunlap, and W. W. Hodkinson & Co. (Distributors of Zane Grey Moving Pictures), to put the thought of Zane Grey and his stories into the minds of literally millions of people. *All you need to do to cash in on this campaign is to use the display material which we will furnish, together with Zane Grey's book in your show window and in your store.* The sales are bound to be enormous.

The first instalment of Zane Grey's new story will appear in **THE COUNTRY GENTLEMAN** of May 28th. The front cover of the same issue will have a sensational two color illustration of the story, with the title and Zane Grey's name featured. The circulation of this issue will be more than 800,000. The same week a four page advertisement reprinting this instalment with illustrations will appear in the **SATURDAY EVENING POST**. The circulation of this issue will be more than 2,000,000. A four page, full size reprint of the story will be inserted in 1,000,000 copies of **THE LADIES' HOME**

JOURNAL. A total circulation of nearly 4,000,000!

During Zane Grey Week, every newspaper handling these three magazines will make a special display of colored posters featuring Zane Grey Week and colored reproductions of **THE COUNTRY GENTLEMAN** cover which illustrates the new Zane Grey story. Moving picture theatres will advertise extensively, with one sheet posters, special Zane Grey moving pictures, including the new film **THE MAN OF THE FOREST**. Book and department stores everywhere will cooperate by using a large assortment of special display material that will be furnished by Harper & Brothers, Grosset & Dunlap, and the Curtis Publishing Company.

In this way Zane Grey's name and his books will be brought to the attention of millions of people. For many weeks a force of upward of 100 salaried publicity men have been working to make this campaign a success from every standpoint.

Zane Grey's books are already the best selling novels in America. Take advantage of this wonderful opportunity for making additional sales. Fortify yourself with plenty of stock.

Franklin Square, New York, N. Y.

A Really Truly National Zane Grey Week

June 2nd to 9th Inclusive — A Momentous Event!

**Some of the salient points to remember in connection with
this big idea:**

The Country Gentleman will circulate 900,000 copies of their magazine.

The Saturday Evening Post will circulate 2,400,000 copies.

There will be an insert in *The Ladies' Home Journal* news-stand edition of over a million copies.

While, of course, this will point directly to Zane Grey's latest novel—*TO THE LAST MAN*—all this cumulative intensive distribution is going to be put into the minds of these millions the thought of reading Zane Grey's stories. That is where you come in directly.

We believe that this is the first time in the history of bookselling that a co-operative combination scheme of such import has been undertaken. That is all the more reason why there is such a tremendous interest in the project. We are fully convinced that you are going to reap, through your enterprise, the full and complete selling benefit.

HERE'S WHERE THE BOOKSELLER COMES IN

Make a Zane Grey Pyramid in your store and in the window; of course, a Zane Grey table.

Get all your clerks to talk Zane Grey books.

Remember there are fifteen titles in the Popular Copyright edition, in addition to four Juvenile titles. This gives you a chance to sell one or more Zane Grey books to everybody.

"BUT YOU CAN'T SELL WHAT YOU HAVEN'T GOT!"

If you ever had any thought of buying a very big quantity of Zane Grey titles, **NOW** is the time. You can't lose.

A liberal supply of advertising material will go with all orders.

Make Zane Grey week the biggest event your store has ever known.

GROSSET & DUNLAP, Publishers
1140 BROADWAY NEW YORK CITY

For full and detailed outline of this big idea, read Harper & Bros. announcement, or send to us for our broadside.



A New Shaw Book!!!

A sensational creation due to score by far the biggest hit Shaw ever made. It portrays the life of man from the Garden of Eden way into the future, as far as thought can reach. Send to the publishers, Brentano's, for portrait window card, and start taking orders now. Ready May 25th. The book is called

Back to Methuselah

By **BERNARD SHAW**

COMING JUNE 4

THE PROFITEERS

By

E. PHILLIPS OPPENHEIM

Author of "THE GREAT IMPERSONATION"

Do You Remember:

That we told you "The Great Impersonation" would have an exceptionally wide sale?

That "The Great Impersonation" was a leading "best-seller" during the entire Spring and Summer of 1920?

That thousands of new Oppenheim readers were created by our very elaborate advertising campaign?

"The Prince of Story-Tellers" has scored again
in

THE PROFITEERS

Here is a story on a theme that is sure to interest every person in America. Romance, Love, Adventure, Excitement—it is Oppenheim at his best!

It will sell even better than "The Great Impersonation" because it's a splendid story, and there is a bigger sales effort back of it and an even bigger advertising campaign.

With Frontispiece. \$2.00 Net

GET YOUR ORDER IN EARLY

LITTLE, BROWN & COMPANY, Publishers, BOSTON

Free Aeroplane Trip over Atlantic City

during the Booksellers' Convention

Don't you want to take it?
Here is an easy way to get it.

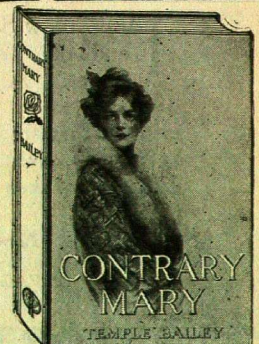
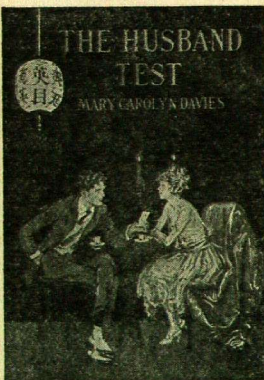
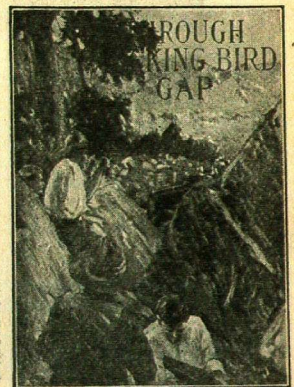
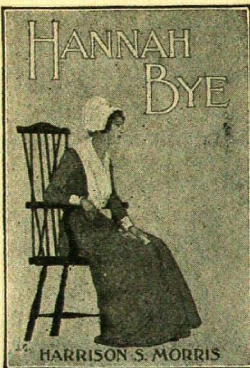
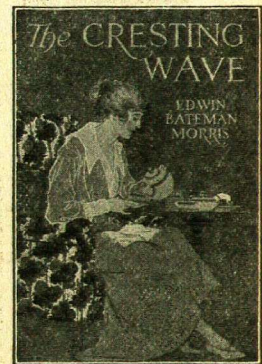
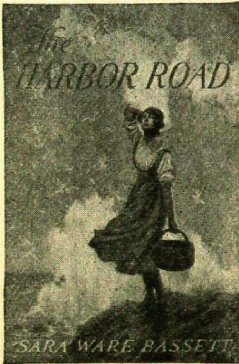
The first night of the Convention there is to be a costume party in which the ladies in attendance are to attire themselves in such a manner as to suggest either the title of a popular book, or a well known character in a book. Prizes are to be given for the best representations.

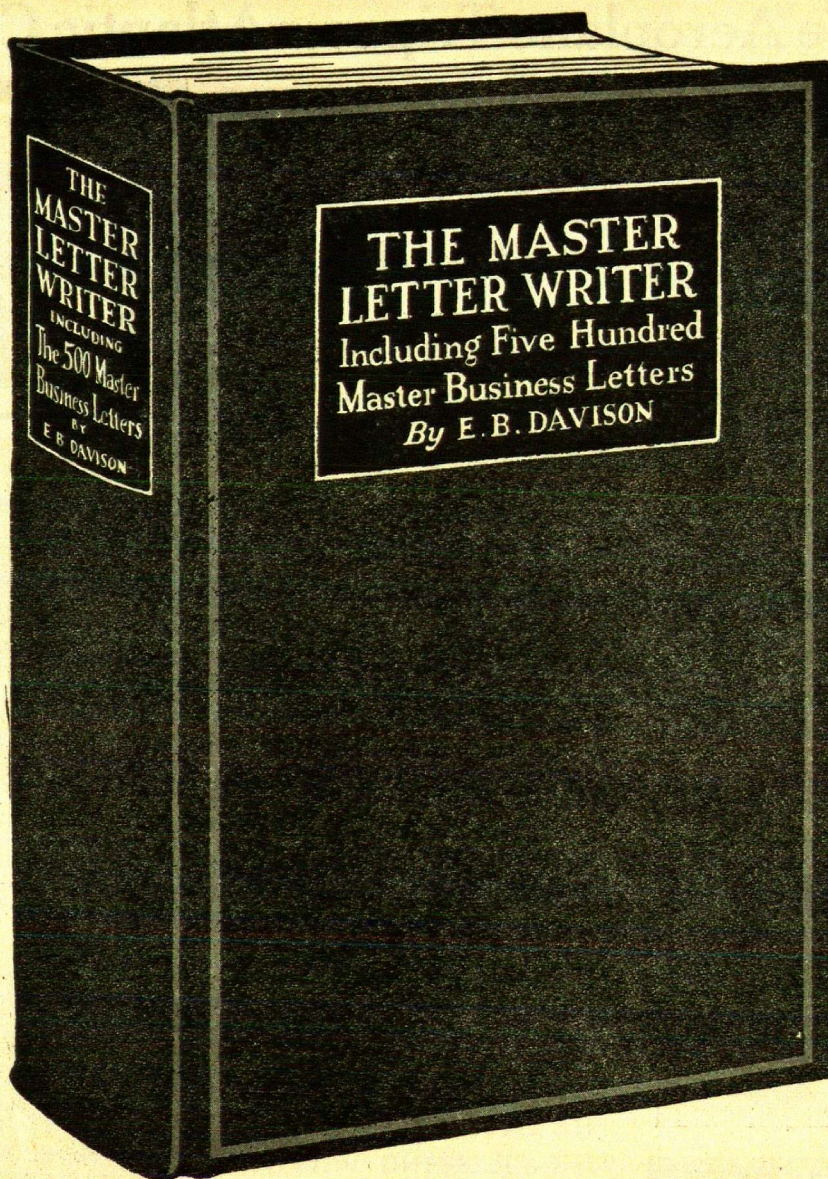
Now, in addition to the regular prizes, we offer a special prize of an aeroplane trip over Atlantic City to the lady who most successfully represents either the title or a character in any of our recent novels, as follows:

THE TIN SOLDIER
THE HARBOR ROAD
HANNAH BYE
THE HUSBAND TEST
THE TRUMPETER SWAN
THE CRESTING WAVE
MOCKING BIRD GAP
CONTRARY MARY

These trips are made regularly throughout the day and in perfect safety.

THE
PENN PUBLISHING COMPANY
925 Filbert Street
Philadelphia, Pa.





THE New Science of Successful Letter Writing as revealed by the foremost authority. A priceless volume both for experienced and inexperienced letter writers. A book whereby the amateur correspondent may soon compete with the expert. Startling in its simplicity and clearness, with new and effective methods that are quickly mastered. Not theories or dried-up instruction, but the keen, new, live, productive ideas of Today and Tomorrow—things that get action—all taken from the actual experience of the most successful man in his profession.

12mo, 704 Pages. Bound in Cloth. Price, \$5 net.

48-PAGE DESCRIPTIVE BOOKLET MAILED UPON REQUEST

OPPORTUNITY PRESS

**681 FIFTH AVENUE
NEW YORK**

Recent Timely Business Books



Personnel Relations in Industry

By A. M. SIMONS, formerly (1920) Manager of Personnel Relations Department of the Leffingwell-Ream Company.

A unique discussion of the human element in industry of special value in solving present capital-labor problems. Although the author has the workers' point of view constantly in mind, he makes production the test of every plan. From his wide experience with problems of labor management, he has classified fundamental laws, which have been thoroughly tested in shop, mill, mine, factory and store and which, when put to every day use, will help to eliminate the waste of the "trial and error" methods of hiring, training and keeping workers. Should have an instant, ready sale with executives, employers, and personnel workers.

341 pages.

Price \$3.00.

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By EDWARD I. EDGERTON, B.S., and WALLACE E. BARTHOLOMEW.

Gives thorough practice and training in all the calculations required in modern business. Explains clearly what the business problem is in each case and how it is solved. Designed for use by high-school and first year college students.

300 pages.

Price \$2.00.

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By A. M. SAKOLSKI, Ph.D., Bond Expert of the Equitable Trust Company of New York City.

Covers in a clear, non-technical way the fundamental principles of sound investment; financial statements; the field of investment; and the various classes of bonds including federal, state, municipal, railroad, public utility, and industrial. The author's wide experience as a bond statistician and investment analyst has enabled him to so present his material as to meet the needs of private investors, security salesmen, business men, and students.

158 pages.

Price \$2.00.

Principles of Marketing

By PAUL W. IVEY, Ph.D., Professor of Marketing, University of Nebraska.

Gives an analysis of the marketing process, definite principles, and a clear, unified explanation of the various ways of getting goods to the consumer. The marketing methods of manufacturer, wholesaler, retailer, department stores, chain stores, mail-order houses, etc., are described. While this timely volume is designed as a text-book for the student of business administration, it will appeal, especially at present, to all business men who are concerned with the disposal of goods in a buyers' market.

331 pages.

Price \$3.00.

Place Your Order Now

THE RONALD PRESS CO., PUBLISHERS

20 Vesey Street

New York City

LEONARD MERRICK'S short stories in **A Chair on the Boulevard**

MASTERPIECES OF COMEDY

The New York Times says: "Gay and witty, mirthful and sparkling, vivacious, yet touched at times with a smilingly wistful irony which enhances their gayety by its tenderness, there is scarcely a tale in the volume which does not deserve to rank as a little masterpiece. . . ."

It has often been said that all the tales possible to tell have long been told; yet one of the most enjoyable things about this entirely enjoyable volume is its originality. . . . Leonard Merrick is first, last and all the time Leonard Merrick, unique and unapproachable.

It is the very spirit of incarnate Youth which illuminates this volume. Youth whose way may be through dingy streets, but whose gaze is fixed upon the stars—whence comes many a stumble, many a comic episode. And Mr. Merrick sees it all, and makes us see it all; the romance and the absurdity, the laughter and the tears, the eager, indomitable spirit of high adventure, the untiring, confident, joyous pursuit of that pot of gold at the end of the rainbow which men call success. Those who have gone with 'Conrad in Quest of His Youth' or rejoiced in the adventures and the love affairs of the poet Tricotrín 'While Paris Laughed' will need no other incentive than memory of these to make them seize with whole-hearted gladness upon 'A Chair on the Boulevard.'"

Price, \$1.90

A SUPREME ARTIST

The Boston Transcript sums it up:—

Mr. Merrick is unquestionably both in imagination and technical skill a supreme artist at the writing of a story of any length.

BLASCO IBANEZ' colorful novel

The Mayflower

A TALE OF THE VALENCIAN SEASHORE

The New York Times comments: "It deals with the grim battle for existence fought by Valencia's humble fisherfolk, who, with a land of flowers and sunshine at their backs, have, ever before them, a sea only too ready to turn from a shimmering expanse of peaceful blue into a thing of fury and horror and death. . . . Vigor and sweep and color are in the pages that tell of the home-coming of the fishing fleet, the old men and women and children lining the beach in anticipation of the huge catch, the impromptu market, the oxen which haul the fishing boats to and from the water, the blessing of "The Mayflower" by Don Santiago, priest of the fishing village, forced even to climb the mast and sprinkle holy water on the rigging, all the while chanting unintelligible Latin that thrills and delights the proud owner and the throng on the beach. . . . Its characters are real. One smells the fragrance of Valencian flowers and the salt sea. The story has the breathless speed, the vigor and sweep and rush of Blasco Ibáñez at his best."

Price, \$2.00

By the author of "The Four Horsemen of the Apocalypse;" "Mare Nostrum;" "La Bodega;" "Blood and Sand;" "Woman Triumphant;" "The Enemies of Women;" "The Shadow of the Cathedral".

Each, \$2.15

E. P. DUTTON & COMPANY, 681 Fifth Avenue, New York

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

April 30, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

BOOKSELLERS' CONVENTION

May 10-11-12.

The Printing Situation

AS May 1st approaches, the question of widespread strikes and disturbances in the printing industry is causing increased nervousness to all those who must use printing; this, in spite of the fact that if printing were to cease there would be quite a different trade situation from that which was caused by the cessation of work in the fall of 1919.

The International Typographical leaders have announced that the strikes will close union shops in every city where the 44-hour week is not recognized. As some relief to this flat announcement, it is reported that the leaders have suggested to unions in various parts of the country that it is perhaps not necessary for them to insist on the former scale of wages as long as they accomplish the 44-hour week. In several cities this sort of arrangement has already been made. In Trenton, for instance, there is a \$2 cut in wages and with it an agreement on the 44-hour week.

The New York printers, who do the major part of book printing in the country, stand by the agreement with the unions to give a 44-hour week on a 48-hour pay. In Chicago, where the employers had also a signed agreement with the unions to go on to the 44-hour week, there had been no signed agreement to maintain the 48-hour wage scale when the change came, and the wage question will be settled by conference or arbitration. If the New York printers do not get some reduction from the present New York wage scale and are obliged at the same time to accept the 44-hour week, the inclination for business to leave town can only be halted by the closing

down of plants by strikes in other parts of the country.

The effort to get lower scales from three of the New York unions whose agreements terminated April 1st is now going forward before the arbitrators, of whom the neutral members are Raymond Fosdick, Professor W. F. Ogburn, and Allen T. Burns of the Carnegie Foundation. The final hearing of rebuttal was held in New York on April 22nd, and the decision of the arbitrators is expected before the end of the month. The Printers' League, which is the Closed Shop Section of the New York printers, is carrying the employers' end of the discussion, and they claim that both the statistics of the cost of living and the figures on the general condition of the industry necessitate a reduction in the wage scale.

The unions contend that, while the cost of living descended rapidly in the end of 1920, it reached its low ebb by the first of the year and is already started upward. They also claim that the change in administration affects labor as higher tariff has always increased the cost of living, and that a shift of tax from income and profit to general sales tax will have a similar effect in increasing living costs. The unions, from the publishers' statement of the condition of the industry, bring out figures to show that during the last four months of 1920 printing shops showed a net profit on capital of 10 per cent in New York, or at the rate of thirty per cent a year, and that the average profit on sales for January, even after the decline in business was supposed to have set in, was as much as 7 per cent profit on sales. They also claim that the employers have always stated that New York would suffer if it paid more wages than other parts of the country, but that this has never proved the case. In reply to the employers' contention that work was leaving the city, the unions contend that the figures to prove this are not at all complete and satisfactory.

Book and magazine publishers are aware of a heavy falling off in their demands for printing and cannot but believe that when the arbitrators examine all exhibits presented by the Printers' League that they will in all fairness announce a reduction in wage scales in these three unions. This arbitration does not affect the five other unions with whom the printing shops have to deal, and whose agreements do not terminate until October 1st. Even

with a reduction in these three unions, book publishers who manufacture in New York must apparently face costs allowing for the 44-hour week and equivalent to the prices now paid, so that only in the cost of paper will there be relief from the present high scales.

Fall Planning

THIS week's report on business conditions from the Chamber of Commerce of the United States indicates that the volume of distribution by jobbers and retailers has shown a distinct gain in March over February, and Archer Wall Douglas, Chairman of the Committee on Statistics, is preparing a detailed report on the business situation for the May number of the *Nation's Business*. Similar reports have been coming from the retail book-trade, and it can be safely estimated that the first three months of book retailing in the average store have not fallen any below last year, an unusually satisfactory report, considering the conditions that have prevailed in many retail lines.

The important problem before the buyers for bookstores and book departments is the question of planning for fall purchases. This planning naturally falls into two spheres which are governed by different sets of conditions: competitive lines and new copyright books.

Competitive lines, Bibles, staples and books of that class, which form a considerable part of the book sales in the fall and a very heavy part of Christmas sales, are of necessity manufactured far in advance. Such books are practically out of the way in the printing shops and binderies before the manufacturing of the new fall copyright books comes along. The publishers in this competitive field must manufacture on paper purchased at the present market, and, in fact, with pretty safe assurance that paper is not to recede much further. The books must be printed and bound at the present market rates, in fact, have already been printed and bound for the most part.

While the practice of guaranteeing price levels for the year has been rather frowned upon in some government bureaus, the publishers could apparently take that attitude easily, judging by the facts they have in hand and the guesses they can make as to changes in the cost of manufacture.

With what information is at hand on costs,

and with the promise of business ahead as it seems to be developing, it seems to be the best business judgment for retailers who are buying in the competitive field to order now, so that they may be sure of the stock they need, as otherwise it will not be manufactured. The halt in the rising prices of books came last fall before any halt came in the rising cost of manufacture, and, if any relief is obtained by printing and binding readjustments, these will undoubtedly have to be used to put back into book manufacturing some of the margin for operating expense and improvement in the quality of manufacture that had been forced out in the effort to keep books at a saleable level.

Keeping Together

IN speaking to a large group of authors recently a representative of one publishing house used figures to show the precarious position of the publisher. "A certain novel," he said, "published to sell at \$2 retail yielded the author \$1500 on 5000 copies, the bookseller \$4000 and the publisher a net loss of \$180." By the changing of gross margin in the case of the bookseller to a net figure in the case of the publisher he gives the whole group of authors assembled an unfortunately inaccurate picture of the bookseller's situation, and yet it seems as important for the authors to understand correctly the retailer's problem as for him to appreciate the publishers' difficulties. Authors should be interested in all the different problems of book-distribution.

The yield to the bookseller is not measured by his gross margin, nor does his gross margin average 40 per cent. If the publisher's average discounts on an edition of 5000 novels is 40 per cent, that is because a large number are sold thru the jobber, and the author needs to have that allowance in his mind. Furthermore, it might be well for him to understand that the usual net profit of a bookseller does not run over 5% or 6% on his sales, so that the retailers' net margins in a good year on the books shown above would be \$500 to \$600. It is this figure that should be compared with the publisher's net situation and not the gross margin. One can easily imagine the feeling of a consumer of books if he felt that on every \$2 book he purchased the net yield to the bookseller was 80c.

A Booklover's Baccalaureate

By Grace E. Emerson

IN a few weeks the columns of the newspapers will be filled with baccalaureate addresses. Some will be weighted with moral obligations, some will creak under their load of civic duties, some will reflect the light of past glories, and some will sound the note of social uplift. Yet from the Atlantic to the Pacific it is a safe wager that, of the many hundreds of addresses delivered before college and high school graduates, few will mention a subject productive of the greatest joy in life and one of vital importance to every individual—I mean the subject of *Reading*.

If I were delivering a baccalaureate address I think I should lean confidentially toward my audience and say: Boys and girls (or young men, or young women as the case may be), you have come to the great highway of independent action. Heretofore you have been confined to programs and standards which mass instruction makes necessary. You have taken your pleasures and recreations much as you have your classroom routine, but now you go forth into a wider life, with a chance to pick and choose. In the years to come you will find nothing so untiring in devotion, so sympathetic, and so companionable in every mood as a book to your taste.

While you have been pupils and students there has been much honest effort expended to open your minds to the beauties and pleasures of literature. It may be, however, that the programs and the effort expended did not measure up to the task and that instruction has repelled instead of encouraged your interest in books. Anyway I want to tell you today that thus far your courses in literature and your professional reading have only just touched the surface of the great depths of learning, and that to dive deep beneath this surface will repay you a thousand-fold.

Thruout your school days a preponderance of ancient and classical selections has been presented to you. Doubtless those who formulate courses of study believe a thoro acquaintance with them should be part of the common knowledge of mankind. To the critical eyes of twentieth century youth the sages may seem a little old-fashioned, and you may resent their trying to make you like what they like or think good for you. But remember that the restraints imposed upon your reading have been no greater than those met in other lines, and henceforth there are to be no limits, except time and inclination.

Classroom analysis, tho often a deadly thing, aims at giving a basis for comparison and valuation. You may not be enthusiastic about anything you have yet read, but bear in mind that a host of writers who have written gloriously and enduringly have not even been mentioned in the classroom. If you are disappointed in the routes traveled thus far, there

are still wide uncharted seas to explore. Translators are busy rendering interesting books into our own tongue so that we, who are lazy-minded or who lack the opportunity to make a reading acquaintance with other languages, may enjoy a great many charming things from foreign literatures. Many booksellers handle all the standard foreign writers in the original and will procure new books when requested. The world of letters is so wide and varied there is a book to suit every mood and every taste, if one will only take the trouble to select for himself. The pleasure of reading has been more frequently wrecked than helped by advice. Parents, teachers, librarians, publishers, writers have all had their favorite books. The best books to read and to buy has been a growing concern ever since printing was invented. The "Must books" have frightened away more readers than they have attracted.

Hereafter you do not have to read what someone prescribes for you. You are free to select and reject, to begin and cast aside, making no enemies, hurting no feelings, until you meet a writer whose mood and thought chime with your own. Few, if any, will make the mistake of thinking it possible to become educated by continuing to read what is uninteresting. That sort of persecution was swept away when psychology proved that there are no "disciplinary subjects" and that the mind is not necessarily abler tomorrow because of its struggle with to-day's problems.

Using the few books you have accumulated in your years of formal study as a nucleus, I hope you will start a library at once—a book you like this week, two some other week and so on, until these humble school friends shall have attracted all those who seem to you best and wisest in the world.

No financial or social advancement can ever equal the sober satisfaction of a library gained by steady accessions at the expense of small self-denials. Rare books, old manuscripts, fine bindings, first editions may tempt at times, for there are many fascinating sides to this business of book collecting and when one enters it he never knows what indiscretions he may commit nor where he may end, but I am pleading for just a companionable friendly collection of books that will solace you in woe, cheer you in solitude, hearten you in defeat.

What shall they be? That is for you to say. A book is the most intimate possession a man has and it is not for another to tell him what it shall be. One may advise as to hats, coats, ties, shoes, houses, automobiles, clubs and like accessories, but as to books never.

The ever delightful Briggs, with his uncanny insight into the mind and impulses of man, has laid bare the whole situation in a recent cartoon. He shows a man pronouncing the sporting page of his newspaper as non-

sense; a book agent sends him into a panic; from late fiction he implores deliverance; he abhors the world of books in general—"And then he took up golf." O what a transformation! What ecstasy! What charm in the printed word then, at least, as far as golf is concerned. How eloquently that neat shelf of nine volumes by golf experts speaks! Reading deeper into the drawing I can find a softness and toleration for all letters, a polite veneration for the reading of others, a sympathy for and understanding of mankind, formerly unknown. And it is because reading, sharpens our sympathies, widens our horizons, softens our prejudices, quickens our perceptions and refines our discriminations as nothing else in the world can do, that I urge it so strongly upon you.

Your years of study have taught you something of the art of finding the defects and merits of a writer, and that knowledge guided by your own taste is sufficient at first. As you gain in experience, you will find your taste in reading like your convictions and opinions, growing richer, mellow, and more diverse with the advancing years.

Fiction may claim you for a time, or history, or biography. Perhaps your hobby is mechanics, or science, or books of travel, and you just revel in the latest invention, the newest serum, the remotest land. Then those are the books for you to buy, to read, to love, and they in turn will introduce you to others. A real book has many kin.

A passion for reading leads to many interesting acquaintances and friendships. It is

so easy to fall into informal talk with a fellow-being who displays a book we have read, or who betrays an interest in the treasured volume which accompanies us. Conversations about books seldom become heated or ill-natured as arguments about other matters often do. Here there is always a polite deference for the views of the other. One would as soon ridicule a man's family to his face or taunt him with his social position as to speak contemptuously of the books he admires.

I hope you will read much poetry and have a genuine admiration for the poets, for poetry holds spiritual pleasures surpassing all other reading. A great deal of excellent poetry is being written now so that at very little expense of time and money the spirit of man can keep company with the gods.

But whatever your line of reading is, do not neglect the work of your contemporaries. Perhaps they, interpreting life as you see and feel it, may cover the printed page with a fascination that writers of the past were unable to do, simply because you could not understand their point of view. Believe in the literature of your day. Read it, as it is produced day by day, hopefully, for a great many enduring and valuable books are being written by men and women, who toil and suffer and are poor and discouraged just as we are. We owe them the financial support we can give by buying books. The bigger support and the growing sales will give them courage, stimulating their genius to greater achievements and making the world of books a diviner thing.

Conditions of Foreign Bookselling in America

By Louis J. Jobin

President of Schoenhof Book Co., Boston

THERE are mysteries in all trades, and most men of business experience are content to allow a margin of confidence for these in trades that they do not understand: but it sometimes happens that under unusual and trying circumstances some shift or change of circumstances causes temporary dislocation between two allied markets, and it is then that hasty judgments or mistaken conclusions are likely to arise. It would not be fair to American dealers in foreign books if certain articles published recently in France, which accuse American foreign booksellers of profiteering, were to pass unchallenged; and perhaps there can be no better method of at once bringing to light the sources of our critics' errors and explaining to them our own exceedingly difficult position than to point out the essential and inevitable conditions of foreign bookselling in America today. And at the outset we may say that even if speculation on public ignorance of the present rate of exchange were possible,—which we very much doubt—we shall not need to refute that charge when we have told our story.

The foreign bookseller's enormous distance from his sources of supply is, under the most favorable conditions, a serious problem, and one which necessitates the greatest care and foresight. He must, if he is to keep reasonably close to the home prices of books, plan his publicity and estimate his orders with the utmost exactness, that he may neither fail his customers nor find his own shelves encumbered by books whose vogue has passed. When such a problem as this is so radically altered by the hundreds of new conditions which have suddenly arisen in the past seven or eight years, the wonder is that so many foreign booksellers in America have been able to keep their heads above water at all. Books could be neither returned nor disposed of: the demand ceased in some directions, and took the most unexpected turns in others; stocks became exhausted; books went out of print; war conditions entirely disorganized or totally destroyed importation facilities; cost of carriage became almost prohibitive; and the shortage of paper was and still is a serious matter. It is a fact that some of our leading publishers have been out of from

one-half to two-thirds of their best books, and that for two years orders have been only partially filled. The result was that the losses due to inability to supply those books which are in continuous demand in America have been in some cases appalling. It is not as tho we could offer substitutes, as other merchants can; as tho we could say to our customers, "I have not 'Madame Bovary,' but I can give you the 'Roman d'un Jeune Homme Pauvre' instead!"

This condition of affairs still persists to some extent; and attending it, of course, is the havoc it has wrought with our catalogs, circulars and general plans of publicity. The only means at present by which our public is kept informed of the publication of new and important foreign books is the pages of our great metropolitan newspapers. These notices, usually sent from abroad, catch the bookseller unprepared 3000 miles from his source of supply. Four weeks are necessary to secure the books, and, as the interest in them has often cooled before they arrive, many of them are destined to remain on the bookseller's shelves. He cannot order a dozen at a time when he wants them, as the ordinary bookseller can; he must perhaps order at once from 100 to 300 copies.

There is one natural condition in America, the direct result of the distance from supplies, which is not appreciated by the French publisher: the obligation to keep a full stock at all times. It has been the experience of the writer in visiting large European cities to find very few bookshops indeed with such stocks as are to be found under ordinary circumstances in the leading foreign bookshops of America; and this is especially true of France. He has never seen a store abroad where a customer could at once get all the works of the leading historians, contemporary fiction, books on science, philosophy and sociology, schoolbooks, old illustrated books of the seventeenth and eighteenth centuries, beautifully bound editions of old and modern writers, dictionaries from the large Larousse to the vest-pocket sizes. Imagine finding under one roof on the Paris boulevards Jules Lemaitre's "Les Contemporains," Taine's "Origines de la France Contemporaine"; Larive et Fleury grammars, Lavis, Malet or Seignobos, "Histoire de France," "L'île des Pingou-

ine" of Anatole France, Rostand's "L'Aiglon, Maeterlinck's "Aglavaine et Sélysette," Marmontel, Oeuvres Complètes Ed. 1777, illustrated by Marillier, Oeuvres Complètes de Voltaire, Rousseau, Brantôme, all in eighteenth century editions; or the complete works of Maupassant, France, Loti, Daudet, Musset, Tinayre, Marcel Prevost, in beautiful binding.

That such shops can exist in America to-day is gratifying testimony to the general education and broad taste of our people; but at the present time they are sorely distressed to maintain their standards and efficiency: to keep faith with their public. That they are doing so, with their profits so seriously curtailed, the writer frankly believes to be due to something beyond any encouragement their business now gives them; for altho in a business sense they look to the future with full confidence, they are proud that the very nature of their interests binds them closely to the best educated and most enlightened people in the country. Their clientèle is not merely local: it is, indeed, nation-wide, as their publicity witnesses,—a natural selection of the most cultured minds. And will the French publisher smile if we remind him at this point that our clerks and assistants must to some extent correspond to our customers? The knowledge of at least two languages, his own and one other, is practically essential in the clerk,—a knowledge which in other American businesses or activities insures by itself a substantial pecuniary remuneration. For with us there is no England, Germany, Spain or Italy at our doors, whose language may be acquired easily and speedily, perhaps by the accident of residence near the boundaries. With us the acquirement of a foreign language usually implies long and patient study, unremunerated until its completion.

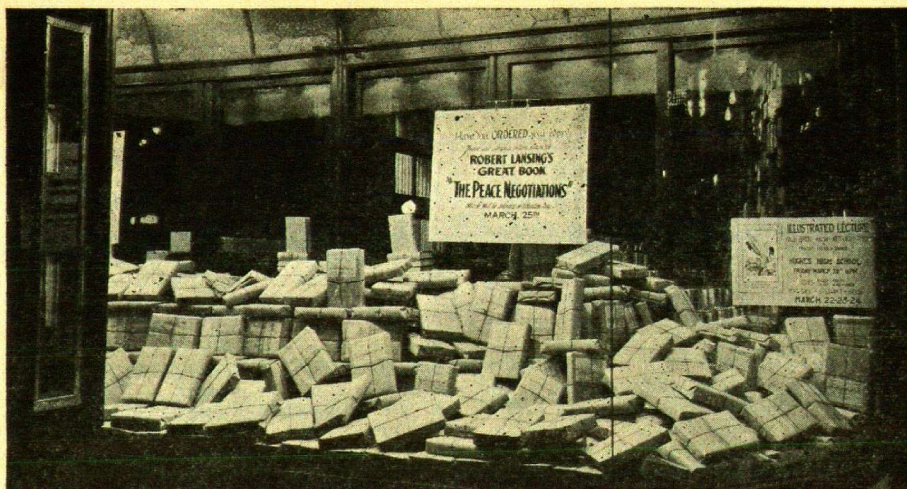
And as with the language, so with the books. At the prices for which foreign books are sold in America to-day, we hear no complaint from our customers, least of all from the one who is well informed on the rate of exchange. In fact the remark oftenest heard, as he purchases the latest book, is: "I don't see how you can sell this book at such a low price"; and we believe that if our French critics could appreciate our circumstances, their verdict would be the same.

Good Theatrical Window

P. DUTTON, who have been specializing lately in current plays in book form, have had a wonderful opportunity to give publicity to these books to the theater-going audience, as Forty-Fifth Street, on which their store is located, is a much used artery from Fifth Avenue to the theater district. On the publication of "Claire de Lune," their window was decorated with the model stage settings that had been planned for the Barrymore production, and also the artist's drawings for the costumes, all of which made a window that did not fail to attract its crowd of people.

Getting a Reader's Reaction

E. P. DUTTON & COMPANY have been endeavoring to get some line on the reader's opinion of their fiction by carrying an inquiry in connection with the text of their recent advertisement in the *Outlook*. This advertisement is headed, "What Type of Fiction Do You Prefer? The Dutton list is varied, as shown by the following recent issues. . . . The publishers are deeply interested in the preferences of the readers of the *Outlook* and would appreciate any answers to the question at the top of this column, addressed to the Advertising Department."



WRAPPED AND LABELLED FOR PUBLICATION DATE
IN CONNECTION WITH A SELLING CAMPAIGN THAT BROUGHT IN FIVE HUNDRED ORDERS
FOR LANSING'S BOOK BEFORE PUBLICATION DATE, STEWART & KIDD USED THEIR WINDOW
FOR THE WRAPPED PACKAGES WITH ADDRESSES ALL WRITTEN TO ATTRACT THE CURIOUS

Book Paper Market for 1920 Reviewed

IN an article written for the Annual Number of the *Paper Trade Journal* by D. W. Pratt, Manager of the Mill Department of the Butler Paper Corporation of Chicago, the book paper situation for the year of 1920 is reviewed. We quote a few paragraphs of special interest.

In discussing the factors that caused a slowing in demand, Mr. Pratt says:

In the early fall, when the banks started to curtail on loans, the national advertiser started drawing in his lines and we found that those publications which carry a large amount of advertising, diminished in size from week to week. Space advertising is, of course, their principal source of revenue and the tremendous demand for space the early part of the year made it necessary for them to make arrangements for a larger supply of paper than they ordinarily required. Consequently, when this advertising was curtailed they were receiving more paper than was needed for their issues and they accumulated stock. They went into the first of the year 1921 with a large surplus on hand and this prevented their taking even their normal requirements.

The paper merchant had been unable to take care of the demands made upon him and in order to meet these requirements had placed heavy orders. With the demand dropping off, his stocks gradually became heavy and by December 31 he had so much stock on hand that it was impossible to place any orders.

The other large consumers of book paper, such as the large mail order houses, had orders placed far in advance and they also started to accumulate large stock. Another very important factor was the foreign exchange situation, which prevented our exporting paper

in the quantities we could have, under a more normal exchange basis, and this outlet was consequently lessened.

We have also felt the result of renewed activity on the part of some foreign mills and altho the quantities available are largely exaggerated, it has had effect on the demand.

These are the most important factors contributing toward the slowing up in demand. In the months of December, 1920, and January and February, 1921, there was taken out of the market, thru curtailment in production, about 35 per cent of our total output of book paper.

We are now confronted with a universal demand for lower prices and a large amount of paper-buying has been postponed awaiting them. Thru reductions which have been made, we have gone a portion of the way in meeting this demand for lower prices, but the paper buyer generally, does not feel that the lowest level has as yet been reached.

Book paper is being consumed, in my opinion, to a little greater extent than it is being manufactured. Consequently, stocks are being reduced gradually and I think we can look for a slight increase in demand.

It is going to take a certain amount of time to impress the buyer of paper that the lowest point is reached after it actually has been established. Therefore, I feel that all factors should make price reductions immediately when there is any opportunity of doing so. In this way, we will not only meet the demand for lower prices, which does exist, and encourage the user of paper to purchase what he needs for immediate consumption, but we will also hasten the time when the paper buyer feels that the normal basis has been reached.

Back With a Million Dollars Worth of Books

DR. A. S. W. ROSENBAACH, has returned from England with \$1,000,000 worth of fine books purchased in London recently. All the books have not yet arrived, Dr. Rosenbach said, but some of the finest treasures which he purchased at the sale of the famous Britwell library early in March are here. One individual shipment represented books valued at close to \$250,000. Dr. Rosenbach's purchases, including several private collections, comprise the largest individual purchase made abroad by a collector or dealer since the death of George D. Smith.

Many of the books bought by Dr. Rosenbach will find their way into the magnificent library of Henry E. Huntington. Dr. Rosenbach acted as his agent in many purchases, but the majority of the books were bought on Dr. Rosenbach's account or for other collectors.

The Britwell sale at Sotheby's was the most important one of the fine books that has been held there since the war. Of the total of slightly more than £48,550 obtained for the Britwell books, Dr. Rosenbach's purchases amounted to £41,000, providing another example, of which the late George D. Smith furnished so many to the English collecting world, of the eagerness in this country for the choicest treasures in bibliography and the willingness to pay for them.

Dr. Rosenbach admitted that it was partly due to the lamentations of some of the English papers at the loss of so many more of old British library rarities that induced him to sell to the British Museum two of the best Britwell books, which the National Library was anxious to obtain. One was the first edition of William Percy's "Sonnetts to the Fairest Coelia," printed in 1594, for which Dr. Rosenbach paid £650, and the other was Thomas Deloney's "Strange Histories or Songs and Sonnets" printed in 1612, for which £270 was

paid. When Dr. Rosenbach ascertained how keenly the British Museum regretted the loss of these old volumes, he offered to sell them for the price he had paid and this offer was accepted.

"The situation abroad in the old book market is very satisfactory," said Dr. Rosenbach. "Indeed, it was much better than I had looked for. While ordinary business has dropped off somewhat abroad just as has been the case here due to the general depression, the book demand abroad, as in the United States, seems to be as strong as ever, with no hesitancy because of the cost on the part of those who want some peculiar rarity. For the best things prices are very high, in many cases higher than before the war, as the sale of the Britwell library clearly showed. The highest estimate of the best book dealers in London was that the library would bring about £30,000, but results showed that this was too conservative by more than £18,000.

"Despite the dispersal of so many of the largest English private libraries, the collecting of books is very much in evidence, and I am inclined to think that today there are more collectors with average to very good specialized libraries than has been the case for the last twenty-five years. The largest private library now intact is that of the Earl of Crawford and Balcarres, whose collection of about 35,000 volumes is rich in early English literature. Earl Rosebery has a fine collection, and one of the best in London is undoubtedly that of Thomas J. Wise, who has one of the most complete collections in the world of eighteenth and nineteenth century works.

Dr. Rosenbach said that while there is a very natural feeling of regret in many English circles that the better part of so many of their fine libraries has gone across the water, he failed to discover any evidences of jealousy at the extensive purchase of Mr. Huntington.

The Ad Man's Reading

A POINT of view on the business man's reading that puts a little different angle on the discussion of business books is contained in the *Printer's Ink* of April 21st. A business man of Hamilton, Canada, sent to the editor the following inquiry:

"What authors would you advise an ad man to read who has good natural ability, but is rather deficient in English and whose style needs to be rounded off?" The editor's suggestion for developing a good style is worth the attention not only of ad men, but of men in various businesses who need to perfect their command of the English language.

"In suggesting a course of reading for the purpose described, a great deal depends upon the tastes and inclinations of the individual who is going to swallow the prescription.

For it is hard to imagine any more dispiriting drudgery than wading thru page after page of absolutely irreproachable English which is at the same time utterly uninteresting.

"A good style depends primarily upon the ability to *feel* the difference between clearness and opacity, clumsiness and grace, strength and weakness. And since this is so largely a matter of the sensibilities and emotions, the first requirement in reading for style is an illuminating interest in the subject.

"Therefore the authors which an ad man should read in order to improve his style will vary according to what he happens to like or dislike. We know of a man who keeps handy a volume of Gibbon's "Decline and Fall of the Roman Empire" as a stimu-

lant for a jaded style, but we wouldn't recommend it to one who has no special taste for the slow drama of history. One of the most successful advertising managers in this country reads Thomas à Kempis when things seem difficult. As between Gibbon or Thomas à Kempis, and the short stories of O. Henry there is a great gulf, but either may provide the needed spur. We venture a few specific suggestions:

"The Bible in the Authorized Version. The Book of Common Prayer, Marcus Aurelius, Thomas à Kempis.

"Gibbon's 'Rome,' Francis Parkman's 'History of France in the New World,' John Fiske's 'History of the United States.'

"Washington Irving's 'Life of Oliver Goldsmith' and 'Christopher Columbus,' Lord Charnwood's 'Abraham Lincoln.'

The Honorary Fellowship of Booksellers

UNDER the plan outlined at the last Convention of the Booksellers, there is now to be instituted an Honorary Fellowship of American Booksellers, "the purpose of which is to provide some means by which the book-trade can honor those of the profession who have raised bookselling to a high level of efficiency."

Ferms for nominations have been circulated in the trade during the last month, and 14 have been nominated for this honor. A list of these names has now been sent to every member of the American Booksellers' Association, the votes to be sent to Atlantic City, and the names of the five elected for this year to be announced there. The nominations sent in cover all parts of the country, and, altho there are, of course, many others deserving of the honor if their friends had taken the initiative to put their names in nomination, the list is of real distinction, and will permit the book-trade to express its appreciation of the work of five of its members. Each year five other names will be added to the list.

The nominees being voted on are:

William Harris Arnold, Syndicate Trading Co., New York.

Charles E. Butler, Secretary of Brentano's, New York.

J. K. Gill, J. K. Gill Co., Portland, Oregon.

Laurence Gomme, Neighborhood Bookshop, New York.

E. Byrne Hackett, Brick Row Book Shop, New Haven and New York.

Davis L. James, Cincinnati, O.

George W. Jacobs, George W. Jacobs & Co., Philadelphia.

Joseph C. Jennings, Old Corner Bookstore, Boston.

Louis A. Keating, W. Y. Foote & Co., Syracuse.

Bertha E. Mahony, The Bookshop for Boys and Girls, Boston.

G. C. Parker, Los Angeles.

Alexander Robertson, San Francisco.

"The Essays of Ralph Waldo Emerson, Walter Pater and Robert Louis Stevenson.

"Lincoln's First and Second Inaugural and Gettysburg Addresses, Edmund Burke's Speeches, Webster's Reply to Haine.

"Henry D. Thoreau's 'Walden,' and Henry Van Dyke's 'Little Rivers.'

"'Vanity Fair,' 'A Tale of Two Cities,' 'The Scarlet Letter.'

"Short Stories by Edgar Allan Poe, Rudyard Kipling and O. Henry.

"The books referred to are at least sturdy representatives of their several branches, and can do no possible harm to a copy writer's style. As for choosing among them, it is well to remember that the man who doesn't like caviar is assuredly at liberty to let caviar alone."

Frank Shay, 4 Christopher St., New York.

W. K. Stewart, Indianapolis, Louisville and Cincinnati.

W. D. Wilson, Lowman & Hanford, Seattle.

Special New York Delegation

A LARGE group will go to the Convention from New York on the 3 o'clock train on Monday, the 11th. This train leaves at four o'clock by day-light saving time, and will arrive there in time for dinner at Atlantic City. If all who are going on this train, or who can plan to go on this train, making the trip an enjoyable event, will write to David J. O'Connell, he will arrange all transportation and return trip certificates. The Committee again emphasizes the importance of everyone getting these certificates in order that the special rates on return may be available. When the ticket to Atlantic City is bought at any station, buy a single fare to Atlantic City and ask for the Convention certificate for the American Booksellers' Association Convention. If 350 of these are presented at Atlantic City, the return fare can be bought for half price.

Banquet Program Ready

THE Chairman of the Banquet Committee has announced the list of speakers for the Banquet on May 12. The Toastmaster is to be Dr. Andrew F. West, Dean of the Graduate School of Princeton, famous as a speaker; William Allen White, author and first citizen of Kansas; Edward Bok, who built up one of the great American journals, and whose autobiography has been one of the books in the past year; Roland S. Morris, of Philadelphia, for four years Ambassador to Tokio.

This banquet is to have special songs and music. The seating is in charge of David J. O'Connell. The Traymore Hotel has given Mr. Darrow the use of their famous Submarine Grill for this occasion.

Convention Attendance

WHAT seems to be a remarkable response to the final announcement of Convention plans has been coming in the mail of Whitney Darrow of Charles Scribner's Sons, who has been engineering the program. In four days over 175 replies were received, and this does not include scores who are known to have made their plans and who have not sent in the reply post card. 150 of the first replies are printed below. The Committee emphasizes that the printing of this list does not mean that there is any closing up of the list of those who can be accommodated at the hotel, as there will be plenty of room and hospitality for everyone. It may, however, indicate to some that friends are planning to go, and this will enable many more to decide on making this trip.

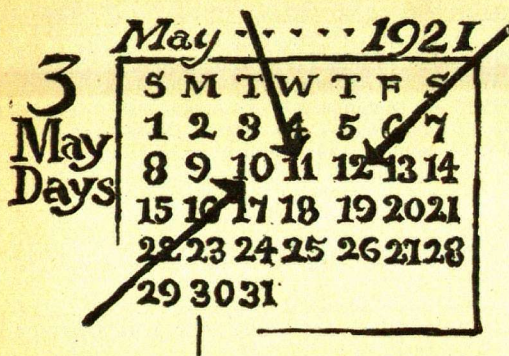
Cedric R. Crowell, (1) New York City.
 Ralph Wilson, (1) New York City.
 Whitney Darrow, (1) New York City.
 Miss H. Josephine Pfanstiehl, New York City.
 John A. Holden, New York City.
 Frederic G. Melcher (3) New York City.
 Charles A. Burkhardt, New York City.
 W. H. Arnold, New York City.
 Melville Minton, New York City.
 A. G. Seiler, New York City.
 Philip Grosset, New York City.
 Himebough & Browne, (3) New York City.
 Alexander Wusserman, (2) New York City.
 Edwin O. Chapman, New York City.
 George W. Brazier, New York City.
 J. W. Corrigan, (2) New York City.
 Alfred Harcourt, New York City.
 Frank Shay, (1) New York City.
 Alfred Hartog, (2) New York City.
 Robert Cortes Holliday, New York City.
 Edward P. von Gogh, New York City.
 Frank L. Reed, (1) New York City.
 Irene Jonas, New York City.
 William J. Colby, New York City.
 E. H. Ziegler, New York City.
 Arthur T. Leon, New York City.
 Belle M. Walker, New York City.
 Alice M. Dempsey, New York City.
 Daniel W. Nye, (1) New York City.
 M. Stanleyetta Titus-Werner, (1) New York City.
 William S. McKeachie, New York City.
 Richard Mendel, New York City.
 L. S. Shuford, New York City.
 George Kleinteich, (1) Brooklyn, N. Y.
 J. L. Thompson, (1) New York City.
 Marian Kelley, Brooklyn, N. Y.
 Peter Reilly, (2) Philadelphia, Pa.
 James Flood, Jr., (1) Philadelphia, Pa.
 Walter S. Lewis, Philadelphia, Pa.
 Dorrance & Co., Philadelphia, Pa.
 Peter Stam, Jr., Philadelphia, Pa.
 Joseph W. Lippincott, Philadelphia, Pa.
 L. M. Cross, (2) Philadelphia, Pa.
 C. C. Shoemaker, Philadelphia, Pa.
 George W. Jacobs, Philadelphia, Pa.
 L. B. Vaughan, Chicago, Ill.
 Philip J. Maher, (1) Chicago, Ill.
 F. K. Reilly, (1) Chicago, Ill.

Donald P. Bean, Chicago, Ill.
 T. S. Fitzpatrick, Boston, Mass.
 Benjamin Fisher, (1) Boston, Mass.
 Warren F. Gregory, (2) Boston, Mass.
 Fred L. Donahue, (1) Boston, Mass.
 S. W. H. Taylor, (1) Boston, Mass.
 S. G. Shimer, (1) Middletown, N. Y.
 H. C. Barnhart, (2) York, Pa.
 Lawrence V. Harvey, Harrisburg, Pa.
 George F. Warfield, Hartford, Conn.
 Harriet J. Hall, Buffalo, N. Y.
 B. E. Sanford, Ithaca, N. Y.
 Sidney S. Koch, (1) Altoona, Pa.
 J. Campbell Kemp, Pittsburgh, Pa.
 Dorothy L. A. Grant, (2) New York City.
 G. S. Cooper, New York.
 William M. Davis, (2) Kingston, N. Y.
 Seely Conover, (1) Amsterdam, N. Y.
 Mrs. Fred E. Wilkins, Danvers, Mass.
 Eugene L. Herr, (3) Lancaster, Pa.
 Clifford H. Lyman, Northhampton, Mass.
 J. Kronish, New Haven, Conn.
 Henry S. Hutchinson, New Bedford, Mass.
 Robert C. Saltmarsh, Bedford, Mass.
 Tina J. Cummings, Buffalo, N. Y.
 Olfa T. Chalmers, Rutland, Vermont.
 Marion E. Dodd, Northampton, Mass. (1)
 George R. Holsinger, (1) Youngstown, Ohio.
 H. V. Korner, Cleveland, Ohio.
 Edward W. Wallace, Oil City, Pa.
 R. T. Wills, (1) Greensboro, N. Y.
 John G. Kidd, Cincinnati, Ohio.
 W. R. Reed, New Brunswick, N. J.
 Kenneth R. S. Fisher, Adrian, Mich.
 E. B. MacAllister (1), Rockland, Maine.
 Morris S. Traver, Trenton, N. J.
 Bates E. Clarke, (1) Kalamazoo, Mich.
 George O. Wirtz, Little Rock, Ark.
 Alice L. Steinlein, Wilmington, Del.
 E. W. James, (1) Clarksburg, W. Va.
 William O. Jones, (1) Kalamazoo, Mich.
 Ward Macauley, Detroit, Mich.
 W. V. McKee, (1) Detroit, Mich.
 McKinney, Doubleday & Cone, Cortland, N. Y.
 J. K. Richardson, (1) Akron, Ohio.
 F. W. Zercher (1) York, Pa.

Free Airplane Trip

AT the Costume Ball the first night of the Convention prizes will be given for the best costume representing either the title of a popular book or of a well-known character. The Penn Publishing Company offers an additional prize, an aeroplane trip over Atlantic City, to the lady who most successfully represents either the title or a character in one of the following novels: "The Tin Soldier," "The Harbor Road," "Hannah Bye," "The Husband Test," "The Trumpeter Swan," "The Cresting Wave," "Mocking Bird Gap," "Contrary Mary."

"Miss Lulu Bett," "Main Street" and other present successes are rural novels without the b'gosh or hayseed element. Our novelists have at last succeeded in making hicks without straw.—*Chicago Daily News.*



A. B. A. CONVENTION DAYS

MAY began its career as a convention month way back in 1778 when America's first convention met in Philly to put the U. S. A. upon the map. Things always begin to hum in May—garden things, birds, buds and business—a propitious month it seems, in which to start something! Think of the celebrities who have started in May—Barrie, Walt Whitman, Peary, Robespierre and Jay Gould. Jamestown was started in May, 1607; the first telegraph in May, 1844; and it's only two hundred twenty years ago this May since Capt. Kidd got himself hanged and started the world ahunting for his treasure chest. Herein is a hint to A. B. A. Conventioners. Let the spirit of May grip us one and all. Let's start something in the book business—and the best way to begin will be to start for our Convention at Atlantic City on time to reach the A. M. Session of the first day, May 10th, Convention Hall, Hotel Traymore.



Come
Chop down all
objections
Atlantic City's
calling
Be a Sport!

A. B. A.

Convention News

THE PROGRAM

How shall we reach the non-bookreaders?

Practical way and means of
enlarging the book-buying
and book - owning public

CEDRIC R. CROWELL, . . . *Chairman*

Speakers

**Every branch of book-making and
book-selling is represented by:**

EUGENE L. HERR

President, The American Booksellers'
Association

CARL H. MILAM

Secretary, The American Library Association

HENRY BLACKMAN SELL

Editor, Harper's Bazar

ROBERT CORTES HOLLIDAY

Author and Literary Advisor to Henry Holt
& Co.

HONORÉ WILLISIE

Author and former Editor-in-Chief of the
Butterick Publications

DANIEL LONGWELL

Clerk, Penn Terminal Bookshop, N. Y.

A. KROCH

Kroch's Bookshop, Chicago.

LEO FAST

A lecturer for department stores on sales-
manship

F. W. HOPKINS

General Sales Manager of the Columbia
Graphophone Company

JOHN R. WILDMAN

Member of the firm of Haskins and Sells,
Accountants

FLOYD PARSONS

Author of "Everybody's Business"
Saturday Evening Post

FREDERIC MELCHER

Secretary of National Association of Book
Publishers; editor of The Publishers' Weekly

Convention News

THE TWENTY-FIRST ANNUAL CONVENTION AMERICAN BOOKSELLERS' ASSOCIATION

Atlantic City, New Jersey

THE TRAYMORE Convention Headquarters, directly on the Boardwalk and the Ocean is Atlantic City's finest hotel. On the 10th floor a registration office and lounge will be open for the business of the Convention.

THREE DAYS

in the gay spring sunshine and bracing breezes of Atlantic City will make a new man of you. Come—everyone connected with bookselling, book publishing and literary work, with your friends and families.

Reduced Railroad Rates

¶Reduced rates of a fare and a half have been secured over all railroads of the Trunk Line Association and the Central, the Western, the Southwestern, and the Southeastern Passenger Associations, provided 350 take advantage of this opportunity.

¶Pay full fare one way. Return fare will be adjusted at the convention. Be sure to procure a "Convention Certificate" on purchasing your ticket to Atlantic City. It is extremely important that everyone from New York, Philadelphia and the vicinity does this to bring the number up to 350, so that those from greater distances may not suffer a loss.

¶These rates do not apply to the New England Passenger Association, including Boston, or the Trans-Continental, including California.

Hotel Accommodations

*Don't let expense keep you away.
Accommodations to suit every purse.*

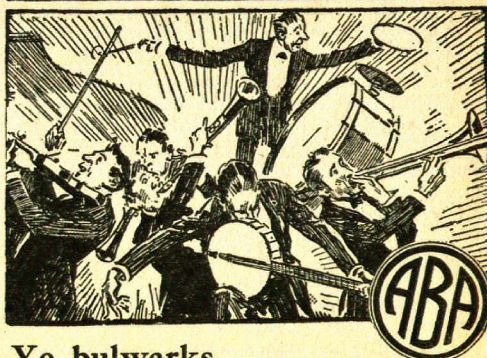
Everyone is urged to stop at Convention Headquarters. Write directly to the Traymore for rates. There are many other good hotels in Atlantic City, if you prefer, as well as coffee houses and restaurants, outside the hotel dining-rooms.

For further information on rates, etc., address

WHITNEY DARROW
597 Fifth Ave., New York

If you have not received our Convention Information Booklet mailed from New York on April 18th please write for one.

"And what a show!
"There's nothing can touch it"



**Ye bulwarks
of the book business—**

Atlantic City's calling you

"To rest a bit and jest a bit
And balance up your reason
To laugh a bit and chaff a bit
And joke a bit in season."

The Play

Steel Pier Ballroom May 11th, 8:15 P.M.

A stirring drama of the American Book trade
Specially prepared scenery A marvelous cast
Lines and staging by Robert G. Anderson
Music by Charles Denhard

The Costume Dance

The Traymore May 10th, 9-12 P.M.

Given by the Women's National Book Association
Come as a book title! Come as a
book character! Come anyway!
The costumes promise a lot of fun
Four prizes for the most effective

The Banquet

Submarine Grill, Hotel Traymore, May 12th, 7 P.M.

The climax of the 1921 Convention
A sumptuous affair directed by Whitney Darrow
Three eminent speakers
Songs and special piano features
Music by the Traymore Orchestra

*Atlantic City offers a host of attractions. Make this
our biggest year by coming—everybody!*

Eugene L. Herr, President Lancaster, Pa.

**THE AMERICAN BOOKSELLERS'
ASSOCIATION**

156 Fifth Avenue New York

More Religious Book Totals

THERE have been many references to the large sale of religious books in the trade in the last few months, and the carrying out of the plans for the promotion of religious journals and religious books in the Catholic field brought to light striking statistics as to the tremendous sales which have been obtained thru the outlet of the Catholic stores.

The publisher of "The Question Box" by Rev. B. L. Conway gives its sales as now running over 2,000,000. Cardinal Gibbons' famous book, "Faith of Our Fathers," has now reached in this country a sale of 1,500,000. If figures could be made available, even these high marks would probably be exceeded by the sale of "The Imitation of Christ" by Thomas à Kempis, but, as there are so many editions of this book, no accurate estimate could be given. Other figures that indicate sales of remarkable extent are: "Plain Facts for Fair Minds" by Rev. George A. Serle, more than 700,000; "Catholic Belief" by Very Rev. Joseph Faa di Bruno, 500,000; "Introduction to a Devout Life" by St. Francis de Sales, 200,000 copies; "God and Myself" by Martin J. Scott, 165,000; "Devout Instructions on the Epistles and Gospels" by Goffine, 125,000; "The Hand of God" by Martin J. Scott, 90,000.

During March a very extensive campaign thruout the country was conducted in the interest of Roman Catholic journals, and pulpit and bookstore joined in emphasizing the importance of this reading matter. In many cases, at the instigation of the book publishers, this drive on magazines was supplemented by a suggestion as to the importance of the religious book, and reports from many centers show that this idea was carried out, altho in other places it was felt that it would only confuse the issue if both were pushed at once.

One of the leading Catholic book publishers who has been interested in extending the area of interest in book purchase has reported that it seems very likely that in another year a more special emphasis on books can be carried out in both church and bookshop, as those stores that concentrated on the problem this year have found good returns. The bookstores now have undoubtedly an increased confidence in the public's buying interest in these books, and there is a general opinion that the distributing channels can be made to function even more actively.

A Hundred Per Cent Efficient Retailer

SELF-MEASUREMENT has always been a help to growth, and many people will remember the stimulus that came to them from applying to their own lives the plan plotted out by William DeWitt Hyde in his little book entitled "Self Measurement."

An effort in the direction of self-measure-

ment for retailers has been suggested by the Cyclone Fence Company, which has sent out to the retailers a card containing twenty-four leading questions. To each of these questions was allowed a certain percentage, and the total came to one hundred per cent. It was not intended that these cards should be sent in to any headquarters, but merely serve as a check-up for the retailer's own personal application. Most of these points are equally pertinent to the retail book-trade, and a similar self-examination in this field would be worth trying.

The Hundred Per Cent Retailer

Here are the questions as they appear on the card:

PERFECT	YOUR GRADE
6—Have you an up-to-date business and accounting system in your store?	
5—Is your business growing?	
6—Do you take an annual inventory?	
5—Do you figure selling price so as in all cases to guarantee you a profit?	
5—Can you state definitely what your overhead expense percentage amounts to?	
5—Have your sales reached a maximum for the expense involved in selling?	
3—Do you know what lines pay best and which pay least?	
3—Is your advertising campaign carefully planned ahead?	
3—Do you push nationally advertised goods?	
5—Do you discount your bills?	
3—Do you make special effort to sell the more profitable articles?	
6—Do you turn stock at least four times a year? (Allow 1 for one turn; 2 for two turns; 4 for three turns; 6 for four turns)	
2—Do you meet your customers personally?	
5—Do you buy from more sources than necessary?	
4—Are your windows regularly and attractively trimmed?	
5—Do you give prompt courteous service?	
4—Do you and your clerks study the merchandise you sell?	
(Do you know how it is made and best talking points?)	
3—Do you make use of the publishers' free advertising cuts and other helps?	
3—Do you belong to the Booksellers' Association?	
6—Do you attend the convention?	
3—Do you read trade journals?	
2—Have you a good mailing list?	
3—Do you use it?	
5—Do you have co-operation and team-work in your store?	
100% Total	Total Grade

And Then He Took Up Golf

By BRIGGS



From the New York Tribune

Specializing on Sporting Books

WHEN a sportsman is in doubt he does one of two things, either consults some brother sportsman, some outdoor periodical or a book by an authority on the subject in question.

Is it a book on "How to tie flies," "How to build a log cabin," "The habits of wildfowl," or something on the territory accessible along the Amazon River—where shall he go to find it? Certain it is that when he outfits for his games or his travel he looks for advice and what nook or corner in a sporting goods store holds more of advice, instruction and incentive than the book shelf.

Here is a gathering of printed advice from all those who have done things, and can tell us how to do things or where to go. On the seventh floor of the big Abercrombie & Fitch Company building in New York, probably the greatest sporting goods store in the world, is an attractive book corner in charge of Mrs. Mary Nebon, and here are gathered a selection of books that cover every phase of sport, practical text-books, books on exploration, travel, nature study, and the fiction that appeals to the red-blooded man for his idle hour at home or in camp.

The big game hunter buys his rifle, then gets his ballistics and his grizzly bear treatise up in the book corner just off the camping floor with its atmosphere of erected tents, sleeping bags and big timber duffle. The golfer, the tennis player, the athlete, even the seasoned explorer just off for the wastes of the Arctic World or the heat of the Jungle—comes to the corner to brush up on his subject.

Mrs. Nebon is there to imbibe his knowledge or to suggest something "just off the press." She is an enthusiast. Her books are her friends and to her customers she introduces them as aids to a wider acquaintance with the out of doors.

It has taken special study to do this. Constant shopping for new titles and a reading knowledge of the books is necessary to keep the shelves well filled and attractive.

The room is light and airy, the books are classified on the shelves under display headings, so that one may find easily the range of titles looked for. It is a collection of good things that breathe the air beyond the city—no musty tomes in sombre bindings, the books are just glimpses of what a man should find and what he does find along the trails to everywhere.

Medical Book Called Obscene

MR. WILLIAM JAY ROBINSON, publisher of "Love in Marriage or Married Love," was fined \$250 in Special Sessions April 22 on the ground that its issue and sale were violations of Section 1141 of the Penal law, which relates to the publication of obscene matter. It was announced that an appeal would be taken to the highest courts, as the book had been sold for some time in Great Britain and Canada.

George Gordon Battle, attorney for the publisher, told the court that the book was a standard volume, and had a wide circulation among medical men. Dr. Robinson said that the book was published abroad by G. P. Putnam's Sons, and that a circular sent to him by the British publishers contained endorsements of well-known writers, among whom were H. G. Wells, George Bernard Shaw, Arnold Bennett, May Sinclair, Leonard Merrick, E. Phillips Oppenheim, Eden Phillpotts and the Rev. Dr. W. R. Inge, Dean of St. Paul's Cathedral, London.

"The signatures of these authors, and of others on the circular," said Dr. Robinson, "are guaranteed to be genuine by the publishers."

The author of the book was Dr. Marie C. Stopes, said to have obtained degrees from London and Munich universities. The case has been in court since last June. Some of the witnesses for the defense at the trial in January included Kermit Roosevelt, Dr. W. J. Exner, director of the general educational activities of the Y. M. C. A.; Professor Charles B. Fagnani of the Union Theological Seminary and Professor Maurice A. Bigelow, Dean of Teachers College at Columbia University.

The fact that Presiding Justice Clarence Edwards had dissented from the opinions of his two associates in Special Sessions, said Dr. Robinson, laid a further basis for an appeal. The opinion of Presiding Justice Edwards, in part, read:

"Three hundred years ago, in the light of authoritative opinion then attained, teaching the Copernican theory of the solar system was considered immoral, and Galileo, being a good citizen as well as a good astronomer, yielded to constrained authority, surrendered in large measure the joy of genius in original investigation and sharing with his fellow-beings the resultant knowledge.

"True modesty is not shocked by any necessary conversation in plainest terms concerning the most intimate matters. I do not think that the evidence before us concerning the book and the manner of its sale, as shown by the testimony of the experts for the defense, received from men learned in medical science, establishes either of the propositions urged by the prosecution.

"Therefore I advise the court to decide the issue by acquitting the defendant."

An Elaborate House Organ

WITH April Brentano's began the publication of an enlarged edition of their former book medium called *Book Chat*, to be published bi-monthly. This is perhaps the most elaborate organ that any bookseller has ever undertaken to put out, a book for advertising purposes to send out to customers without cost. As it is now printed, it is a periodical of the size of the PUBLISHERS' WEEKLY and contains 68 pages.

The text is in the form of special articles or interviews concerning current publications, an interview with Sherwood Anderson by himself, an appreciation of D. H. Lawrence by Richard Douglas, an article by Gertrude Atherton and others by Floyd Dell, Coningsby Dawson and others. Besides the publishers' advertising carried, there are lists of current books and special pages devoted to the foreign departments of the Brentano business.

Speaking of the editorial policy, the editor says:

"You have no doubt already remarked the changes in this *Book Chat* from the old form and substance.

"In the first place, we now carry the advertisements of many of the publishers who are furnishing the best in literature that this and other countries have to offer. As we handle the books of these firms and heartily approve of the work they are doing, it seemed only just to us that we allow the publishers to bring the best of their output to your notice, telling their story in their own words. So much for the innovation of advertisements in *Book Chat*. You will find them almost as interesting as the text and well worth the time spent in reading them.

"We propose to make our *Book Chat* a little magazine of real literary significance, a periodical thru which you may keep in pleasing touch with the literature of yesterday, today, and tomorrow."

Few retail houses could be able on their own initiative to plan so elaborate a book promotion periodical.

Postal Matters

One Cause of Delayed Deliveries

NUMEROUS complaints have been received from the Madrid post office indicating that packages are delayed in delivery because the packages and the customs declarations which accompany the packages do not bear the complete local address, that is, the name of the street and number of the house, or other designation of residence or place of business at which the addressees may be found, especially in the larger cities of Spain.

Senders of parcel post packages should give complete local address on every package destined for foreign countries and particularly when the packages are directed to places in Spain.

Books in Demand at the Library

THE *Bookman* shows that the following were the most popular books at the public libraries during the month of February:

FICTION

Main Street, by Sinclair Lewis. *Harcourt.*
The Age of Innocence, by Edith Wharton. *Appleton.*
The Mysterious Rider, by Zane Grey. *Harper.*
Moon-Calf, by Floyd Dell. *Knopf.*
Potterism, by Rose Macaulay. *Boni.*
The Sisters-in-Law, by Gertrude Atherton. *Stokes.*

GENERAL

The Outline of History, by H. G. Wells. *Macmillan.*
Margot Asquith; An Autobiography, by Margot Asquith. *Doran.*
White Shadows in the South Seas, by Frederick O'Brien. *Century.*
The Americanization of Edward Bok, by Edward Bok. *Scribner.*
Roaming Through the West Indies, by Harry A. Franck. *Century.*
Now It Can Be Told, by Philip Gibbs. *Harper.*

The Atlantic's Bookshelf

THE notable new books which have been placed on the *Atlantic's Bookshelf* according to the April number of the *Atlantic Monthly*, are:

The Peace Negotiations: a Personal Narrative, by Robert Lansing. *Houghton.*
The Mirrors of Downing Street: Some Political Reflections, by A Gentleman with a Duster. *Putnam.*
The New Jerusalem, by G. K. Chesterton. *Doran.*
Russia in the Shadows, by H. G. Wells. *Doran.*
Hungry Hearts, by Anzia Yezierska. *Houghton.*
The Sisters-in-Law, by Gertrude Atherton. *Stokes.*
The Story of Doctor Doolittle, told by Hugh Lofting. *Stokes.*

"Fiction in Public Libraries"

IN the *Library Journal* (April 15th) there is an interesting contribution by Louis N. Feipel of the Brooklyn Public Library on "Public Libraries and New Fiction" in which he gives a survey of the purchases by forty-one leading libraries of the popular novels of 1919, with some interesting comparisons. The list of titles numbered one hundred and eighty-one, arranged in the order of their adoption, the first on the list having been approved by thirty-seven of the forty-one libraries, while the last was circulated by one library only. The writer is seeking a basis of selection that will more nearly conform to a standard acceptable to all libraries and proposes to approach the subject again in later contributions.

The Greatest Twelve Modern Novels

FRANK Shay, bookseller and editor, has prepared a tentative list of the best books since the days of Thackeray and Dickens. The list is as follows:

Lord Jim. Joseph Conrad.
Casuals of the Sea. William McFee.
Growth of the Soil. Knut Hamsun.
The Demigods. James Stephens.
The Way of All Flesh. Samuel Butler.
Jean Christophe. Romain Rolland.
Tono Bungay. H. G. Wells.
Sons and Lovers. D. H. Lawrence.
Sister Carrie. Theodore Dreiser.
Crime and Punishment. Dostoevsky.
Tess of the D'Urbervilles. Thomas Hardy.
McTeague. Frank Norris.

John Weaver, in his book page in the *Brooklyn Daily Eagle*, comments on the list making some vigorous objections:

"A very fine list, is it not? At the same time, at least three substitutions occur to us at once. We cannot find many elements of greatness in 'Casuals of the Sea,' in comparison with 'The Old Wives' Tale' of Arnold Bennett. 'Sons and Lovers' must be disposed of to make room for Hergesheimer's 'The Three Black Pennys.'

"None of the others is easily dispensed with, but some consideration must surely be made of George Moore, Anatole France, Turgenieff and Nexö's 'Pelle the Conqueror.' 'The Demigods' appears to be the other doubtful pretender to novelistic royalty.

"There are undoubtedly other candidates for inclusion which escape our mind."

A National Paper Policy

THERE have been a good many disputes over the paper question in France. The consumers have been very happy to see the beginnings of foreign competition to lower the price of French paper. But the French manufacturers have immediately sent out a call for help says a French book-trade paper, and the entrance of foreign papers is a real danger to them, their factories may have to close down. Under these conditions they have asked for a rise in import duties to prevent their failure.

Of course, the consumers are opposed to import duties and in favor of the free entrance of paper. But this is by no means a fair statement of the whole problem. The question is not whether by free trade the French consumers shall obtain paper cheap regardless of its source.

The real problem is to establish a program of paper production and distribution which shall assure to France the greatest control of this production and of its traffic, whatever may be the changes in the unstable condition of present-day Europe, and shall give to the publishing business (whether newspaper, periodical or book) at the same time low prices and a preferential position in distribution.

Booksellers and Stationers Meet at Rock Island

THE joint meeting of Illinois and Iowa Stationers and Booksellers has issued a complete program covering a convention of three days from May 3rd to 5th at Rock Island, Illinois. Among the speakers will be Frank K. Reilly, President of Reilly & Lee Company, on "Co-operation Between Publisher and Bookseller." Mr. Reilly will represent the National Association of Book Publishers. Morris Sanford, President of the Morris Sanford Company, of Cedar Rapids, Iowa, speaks on "Training of the Sales Force." Fletcher B. Gibbs, General Manager of the National Association of Stationers and Manufacturers, is to give an address. The statement of the convention purpose is given in the announcement as follows:

"The program as planned means real business for the convention sessions, so that from a strictly business standpoint no dealer can afford to stay away. Topics of interest to every dealer will be discussed, such as the following:

- "1. Stock taking, or how goods should be inventoried.
- "2. A simple method of ascertaining the cost of doing business.
- "3. How to figure costs and to price goods.
- "4. The average percentage of incoming carriage charges to costs.
- "5. Cost of doing business.
- "6. Discount to competitors.
- "7. The cost value and relative merits of different kinds of advertising.
- "8. The proposition of adjusting our present overhead to present sales.
- "9. Co-operative buying.
- "10. The best system for checking and auditing cash sales."

Where is the Money for Books?

SOMETIMES the producers and distributors of books, whether booksellers or librarians, speak as tho there was a very definite limitation to the amount of books that the public could afford to purchase from year to year. Booksellers have congratulated themselves when the distribution in their city has increased 10 per cent from time to time, and librarians have felt pleased when the appropriation was occasionally increased.

The wealth of the country, however, from which the book buying must be done or the book appropriation for the library taken, has increased by a percentage that should be an incentive to those who sell what is sometimes termed luxuries. In pointing this out it is interesting to turn to some of the government statistics on the national wealth. In 1912 the estimated taxable wealth was, in round numbers, \$175,000,000,000. Eight years later it was estimated to have increased to \$250,000,000,000, an increase of \$75,000,000,000. This latter figure is a rough estimate based on the rate of increase of the eight years previous to 1912, and the real total to-day is probably much in excess of this figure.

A one mill tax on the increase alone, if such a tax were available for library purposes, would mean a \$75,000,000 increased appropriation, a sum rather staggering in comparison to what is usually available for such purposes. If the bookstore could obtain the support of any considerable part of this new wealth, there would be an increase in book sales and in the number of prosperous booksellers that would be an immediate stimulus to author and publisher, as well as an addition to the cause of adult education.

Books as City Necessities

THE problem of obtaining an adequate tax support for libraries has been an especially urgent one this year, and, in Illinois, the librarians have had to get together to find a way to get libraries out of an unfortunate classification where they had been put for tax purposes. According to the state's present law, libraries together with small parks, garbage collecting, and one or two other city departments have their tax levy scaled down if a city's total tax happens to run too high.

The association in which libraries are thrown by this law would be humorous if it were not so serious. An amendment to this law is certainly needed. Libraries are facing a difficult situation everywhere with increased expenses in all departments, and the scaling down of their present rate under this law has been an unfortunate handicap in Illinois. The present limit for library rates is 1½ mills in cities over 100,000. The State is asked to remove the library tax levy from the scaling down classification. There would be a moral satisfaction in having libraries recognized as real necessities.

Weaver on the Brooklyn Eagle

THE book page of the *Brooklyn Daily Eagle* has added a signed column entitled "Personally Conducted by John V. A. Weaver." Mr. Weaver, whose book of poems "In American" has had a very favorable reception, was formerly one of the literary editors of the *Chicago Tribune*, and has written special articles for the *Chicago Daily News*. This department promises to be one of the strongly individual book columns in the big dailies.

New A. B. A. Memberships

THE Membership Committee of the American Booksellers' Association has reported during the past week seven new members:

- Edwin Valentine Mitchell, Hartford, Conn.
- Frank Shay, New York City.
- Oliver C. Schroeder, Cleveland, Ohio.
- Miriam E. Lone, New York City.
- Hester Anne Van Arsdale, McDevitt Wilson Inc., 30 Church St., New York.
- B. A. Whitmore, Mgr. Smith & Lamar Agts., Richmond, Va.
- Ethel Cugell, c/o Best & Co., New York.

Typographical Standards

ANOTHER entrant into the field of national associations is the Advertising Typographers of America, who held their first conference at Cleveland in March. The organization's object, as stated, is "to raise the standard of typography and create a more general demand among advertisers for better typography." It would be an interesting venture if book typographers might form a similar organization, or the manufacturing men of the publishers underwrite an effort to sell to the general public an appreciation of what good printing means. The sense of the value of book ownership can undoubtedly be increased by an increased knowledge of what good typography is.

Catalogs Wanted

THE Oliver Typewriter Company of Chicago is interested in building a business library which will have to do not only with special business topics, but would include books on biography, travel and history, so far as they have to do with the development of business and trade and would like any such business library to give or loan them copies of their catalogs together with suggestions as to what they have found suitable and interesting for such a collection.

A Notable Anniversary

THERE are in the establishment of G. P. Putnam's Sons many whose names have been on the roll for twenty-five years or more, but for the first time in the history of the house, it has been possible to record the fact that a man and wife have both been on the staff for twenty-five years.

This unusual event was marked in the presentation, by Major George Haven Putnam, on behalf of the directors, of watches to Mr. and Mrs. James N. MacGillivray, who began their services with the Putnams in 1895-96. Mrs. MacGillivray is chief of the Children's Book Room in the Putnam Retail Store. Mr. MacGillivray has charge of the Custom House business of the concern.

Mail Order Advertising

THE national advertising mediums have been carrying for some time full-page advertisements of a popular subscription edition of Arthur B. Reeves's "Craig Kennedy" stories, the set to be sold by mail direct in the same way as O. Henry has been so widely marketed.

Grosset & Dunlap have now made arrangements with Harper to include the full list of ten titles in their popular copyrights, which will enable the retailer to connect his display with this national publicity. The advertising has been going on for some months now, and it is probable that many thousands of people will recognize the name of Arthur B. Reeve or "Craig Kennedy" who would not have turned quickly to these titles before the campaign was started.

How Many Different Articles?

IN reporting a very successful fall and Christmas season, Harrod's of London, whose buyer was in this country last May, state that they sold at retail alone an entire English edition on one thousand copies of Wyeth's "Robinson Crusoe," purchased as an exclusive item from the Cosmopolitan Book Corporation.

Mail for Russia and Siberia

POSTMASTERS are now authorized to accept for transmission letters and post-cards at the postal union rate of five cents for the first ounce and three cents for each additional ounce addressed to Russia in Europe (including the Ukraine, Republic of Georgia and Azerbaijan). Mail for Russia in Asia, except Vladivostok and Eastern Siberia, is subject to the same rate and likewise limited to letters and post-cards.

Mail for Vladivostok and Eastern Siberia will be accepted when it consists of letters, post-cards, printed matter, samples of merchandise, and commercial papers, conforming to the postal union postage rates, conditions, and classification for dispatch to San Francisco, or Seattle, and included there in mails for Vladivostok.

BOOKS ARE WINDOWS

"Books are the windows thru which the soul looks out. A house without books is like a room without windows. No man has a right to bring up his children without surrounding them with books, if he has the means to buy them. It is a wrong to his family. He cheats them. Children learn to read by being in the presence of books. The love of knowledge comes with reading and grows upon it. And the love of knowledge, in a young mind, is almost a warrant against the inferior excitement of passions and vices. A little library, growing larger every year, is an honorable part of a young man's history. It is a man's duty to have books. A library is not a luxury, but one of the necessities of life."

HENRY WARD BEECHER.

An Uncorrected Galley

BALLADE OF LITERARY APPEAL

"Buy a book a week."—Publishers' prayer

Hear the publisher his cry,
Hear his wistful wail:
"Buy a book a week!" Oh, buy
Story, poem, tale.
Lest you mentally grow stale,
Obsolete, antique,
Hit the Literary Trail,
Buy a book a week.

Mysteries that mystify;
Robberies of the mail;
Books by Edgar Wilson Nye;
Books by Zona Gale;
Books by William Bayard Hale;
Books by Harvey Peake;
Books by Billy Phelps of Yale;
Buy a book a week.

Buy The Story of a Spy;
Buy The Purple Veil;
Buy Sir Thomas Malory;
Buy The Holy Grail;
Buy Theocritus, nor fail
To read him in the Greek.
Tho your bank account be frail,
Buy a book a week.

L'ENVOI

Queen, I crave a little kale,
Royalties I seek;
All my volumes are on sale . . .
Buy a book a week.
—F. P. A. in the New York Tribune.

ANY DAY IN ENGLAND

Fond English Mother: Congratulations,
Harold. Now that your first book is published, you can go over and lecture to the Americans.

THE ETERNAL CONFLICT

City loafer, airy grin,
Guying Gopher Prairie, Minn.;
Gopher Prairie, cool, contrary,
Guying city loafer airy.

—KEITH PRESTON in Chicago *Daily News*.

NOVELIZE IT

1921—"Did you see that movie called 'Oliver Twist'?"

Frosh—"Yes, and say, wouldn't that make a peach of a book?" —*Brown Jug*.

PROGRESS

It is reported that seven hundred and twenty-eight small towns thruout the United States have voted to change the name of their principal thorofare from "Main Street" to "Broadway." Who says that we pay no attention to our native American literature?

—*Life*.

The "Knockout" Sale

WITH the reissue in England by John Lane of A. Edward Newton's volume on "The Amenities of Book Collecting," no part of his text has been more frequently referred to by the reviewers than his description in one chapter of the knockout methods of auctioning, which he describes as very prevalent in London, to the decided disadvantage of a person whose books are put up for sale. The London *Nation* and *Athenaeum* in quoting this says:

"The practice, which we are informed does prevail in some degree in the United States as well as in this country, contrary to Mr. Newton's surmise, is one which has very unpleasant results when, in the course of time, a book collector reaches the stage when his books are knocked down in the auction room, probably under the description 'the library of a gentleman deceased.' Then it may be that some dozen booksellers will agree not to bid against one another. Books are knocked down at very moderate rates to each of these gentlemen in turn. When the auction is over they gather together and divide the spoils. Books have been sold in the auction room for one hundred pounds which have changed hands within a week for a thousand. But the booksellers have a ready defence. They say they are in the position of an amalgamation of bankers or a company. It is their presence in the salesrooms which makes the high prices of books possible. If a library were sold in the auction room and only private dealers were present the prices would be infinitely less. It is always open to the seller of a book or to his executors to obtain a valuation from this bookseller or from that. Outside the salesrooms there is no collusion. It is a problem bristling with difficulties."

Read a Book a Week

THE Old Corner Book Store in Boston has taken up the slogan "Buy a Book a Week," and a broader application of its spirit, "Read a Book a Week" with unusual energy and originality. To further the campaign, prizes, which will be nothing less than \$50 worth of books, to be selected by the winners from the shelves and counters of the Old Corner Book Store, will be awarded to the writers of the poems that shall best embody the phrase, "Read a Book a Week!" and most effectively reproduce the spirit of that slogan. The poems are to be not more than 16 lines in length—that is, they may range anywhere from a single couplet up to 16 lines—and are to be sent to "Contest Department, Old Corner Book Store, 27 Bromfield Street, Boston, Mass." The contest will close May 15. There will be a first prize of \$25 worth of books, a second prize of \$10 worth of books and three prizes each of \$5 worth of books. The judges for the contest have not yet been announced.

Among the Publishers

A Week's Gleanings of Book-trade News

WILLA CATHER's "My Antonia" (Houghton Mifflin) has been translated into French.

DODD, MEAD expects to publish shortly a new novel by Archibald Marshall. It is entitled "Anthony Dare" and will be the first of a trilogy, the second volume of which will be the story of Anthony Dare's married life and the third his success in middle age.

THE BROOKES MORE PRIZE for the best poem or group of poems printed in *Contemporary Verse* during 1920, was recently awarded to Sara Teasdale, for the group "The Dark Cup" in "Flame and Shadow" (Macmillan). The judges were: Robert Frost, Professor John L. Lowes of Harvard, and Katharine Lee Bates.

THE Scientific American Publishing Co. published April 28 "Einstein's Theories of Relativity and Gravitation," edited by J. Malcolm Bird of the editorial staff of *The Scientific American*. This is a compilation of the best material received in the competition for the Eugene Higgins Prize of \$5000 offered thru *The Scientific American*.

THE BROWNIE books by Palmer Cox are to be published in a low-priced abridged edition. The Century Co. has sold the right to republish in this form to the Saalfeld Publishing Co. of Akron, Ohio, which purposes printing in large editions all ten of the original Brownie books, five this year and five next year. The Century Co. will continue the publication of the Brownie books in the regular size and shape with which the trade is familiar.

HARPER is to publish a Life Insurance Library, edited by Dr. John A. Stevenson, Vice President of the Equitable Life Insurance Society of New York City, and Griffin Lovelace, Director of the School of Life Insurance Salesmanship, Carnegie Institute of Technology. The first part of the library will be a series of textbooks on life insurance salesmanship, and the second comprises a series of smaller volumes on special problems of salesmanship.

Altho it is no secret that Robert Orr Chipperfield, the popular mystery story writer, is the same person as Isabel Ostrander, there are still those who are unaware of the fact. Recently an enthusiastic reader of "The Man In The Jury Box" (McBride) and other Chipperfield books went into a bookstore asking for something "just as good." "How about this?" asked the bookseller, offering Miss Ostrander's latest novel, "How Many Cards?" "What? Read a book by a woman?" cried the customer, "I should say not!"

A NEW NOVEL, a mystery story, which gives a picture of modern India, by Rabindranath Tagore will be published by Macmillan late in the spring.

GEORGE BARR McCUTCHEON has just finished a novel to be published shortly by Dodd, Mead & Co. under the title "Quill's Window," the name of a landmark, an abrupt hill in the flat part of Indiana.

CONSTABLE & Co. of London announce that over 750,000 copies of the "Four Horsemen of the Apocalypse," have been sold in the English translation. This is the first time that any sales figures on the best-seller have been announced.

CARL SANDBURG has been visiting the Pacific Coast recently and incidentally a number of movie stars. In writing of his visit to Charlie Chaplin, he said: I asked him if he had read 'Main Street.' "I have had time to read only one book the last year; that was Knut Hamsun's 'Hunger'" was the reply.

BOOTH TARKINGTON has been asked to write a play for Maude Adams who is to return to the stage this fall after an absence of nearly three years. Mr. Tarkington produced two plays on Broadway last year, "Clarence" which had a phenomenal run and "Poldekkin" in which George Arliss starred. His new novel, "Alice Adams" will be published by Doubleday, Page & Company this spring.

DONALD B. MACMILLAN, who was Admiral Peary's right-hand man when he made his successful dash for the North Pole, will leave on his next Arctic voyage in July. Word has come from East Boothbay, Maine, that the schooner "Bowdoin," on which MacMillan plans to sail thru the dangerous Fury and Hecla Strait on the west side of Baffin Land, has just been launched. MacMillan's book, "Four Years in the White North," published by Harper, is the record of his previous exploration, on which he set out after his trip with Peary.

THE FIRST official recognition of an American poet by a law making body is the joint and concurrent resolution of the Senate and House of Nebraska declaring John G. Neihardt Poet Laureate of Nebraska. This act was the official recognition of the significance of the American Epic Cycle upon which Neihardt has been working steadily for seven years and of which "The Song of Hugh Glass" and "The Song of Three Friends" have now been published. "The Splendid Wayfaring" (Macmillan, 1920) is a prose work giving the historical background of these epics. Neihardt is now engaged in the third part of the cycle, to be called "The Song of the Indian Wars."

Obituary Notes

F. C. PHILIPS, the novelist, died at his home in London, on April 20 in his seventy-third year. He was the author of many popular novels, including "As in a Looking Glass," "A Lucky Young Woman," "Jack and Three Jills," "The Dean and His Daughter," "Margaret Byng," "Little Mrs. Murray," "Constance," "A Daughter's Sacrifice," "Full Confession," "Men, Women and Things," "A Question of Color," "Fatal Phryne," "Sibyl." Some of these were successfully adapted for the stage. "As in a Looking Glass," a "best seller" of the eighties, was the first English production in Paris by Sarah Bernhardt.

Communications

A Humble Apology

The following letter sent to the PUBLISHERS' WEEKLY by Morgan Taylor of G. P. Putnam's Sons is self-explanatory. The PUBLISHERS' WEEKLY is most sincerely sorry for its share in giving a false impression of Mr. Frankel:—

(Copy.)

April 18th, 1921.

Mr. Morgan P. Taylor,
c/o G. P. Putnam's Sons,
2 West 45th St., New York City.

Dear Mr. Taylor:

The PUBLISHERS' WEEKLY of April 9th published a communication from you under the heading "Fake Reviewers." Your letter was based on an injudicious letter from the literary editor of the *Daily News*, Thomas A. Boyd.

H. D. Frankel, who is branded as a fake by your communication, is in reality a high-class lawyer and a former newspaper man. He at one time was city editor of the *Daily News*, and following his resignation, continued to review books for us. When Mr. Boyd came to us as literary editor, Mr. Frankel still continued to receive books from the publishers, but he always sent them to this office or reviewed them himself and sent the review to me.

The communication in the PUBLISHERS' WEEKLY is an injustice to Mr. Frankel. The whole thing is a misunderstanding, and I would appreciate it if you would ask the editor of the PUBLISHERS' WEEKLY to make the correction.

Mr. Boyd is the literary editor of the *Daily News* and should receive books from the publishers, but Mr. Frankel has in no way violated any ethics of the newspaper profession.

Yours very truly,

(Signed) HOWARD KAHN,

Editor, *The Daily News*.

Post Delivery Spreads

THE plan of giving complete local delivery by parcel post which was first developed in St. Paul is now being heard from in other parts of the country. In Atlanta they are de-

livering all parcel post packages on the same day. Anything that is mailed up to noon is cleared up in the same afternoon, and all afternoon packages by the next day. This type of service would be of particular advantage to bookstores who very often do not have enough delivery to build up a complete service for a whole city.

English News

B. W. Matz, the well-known Dickens authority, has resigned his position in Messrs. Chapman & Hall, Ltd., to become a partner with Mr. Cecil Palmer. Mr. Matz numbers many authors of today among his friends, not the least being his own brother-in-law, Mr. Ridgwell Cullum. In his new sphere, Mr. Matz will pursue his Dickens' interests and will become the publisher of *The Dickensian*, which he will continue to edit. Mr. Matz takes up his new position with Mr. Cecil Palmer at the end of March.

Binghamton Printing

THE organization of the Vail-Ballou Company at Binghamton, New York, has been practically filled up again since the open shop conditions were announced last month. Women have been trained on the machines, and on April 18th a night shift was started; so that shortly the plant will be at its full capacity.

Book Lectures at Wanamaker's

DURING the week of May 9th-May 14th there will be daily talks on books and literature in the auditorium of Wanamaker's New York store given by Samuel Abbot, of the New York *Tribune*. These talks will be illustrated by slides, and will form a new and interesting variety of book publicity for department stores. F. S. Smyth, manager of the department, has extended an invitation to booksellers who may be in town to attend this book week, especially those from out of town who may come thru New York after the visit to Atlantic City.

Business Notes

CHICAGO, ILL.—The Agency of the Wartburg Publishing House will be moved May 1 to its own building at 2018 Calumet Ave.

NEW YORK CITY.—The Publishers of *Beauty Culture*, 116 West 39th Street, desire lists of books on Hair Dying, Hair Dressing, Cosmetic, Massage, Manicuring, etc., to offer to their subscribers.

NEW YORK CITY.—Basil Blackwell of Oxford has appointed C. H. Daniels, 214 West 50th Street, as American agent for the sale of his publications. New titles as they are issued will be recorded in the PUBLISHERS' WEEKLY.

The Weekly Record of New Publications

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.

Ahrons, E. L.

Steam locomotive construction and maintenance; describing workshop equipment and practice in the construction of modern steam railway locomotives, with notes on inspection testing, maintenance and repairs. 10+134 p. il. figs. S (Pitman's technical primer ser.) N. Y., Pitman bds. \$1

Allen, Henry Justin

The party of the third part; the story of the Kansas Industrial Relations Court. 283 p. O N. Y., Harper \$2.50 n.

The account of Governor Allen's experiment to do away with strikes and to settle disputes between capital and labor. Included is an account of the Allen-Gompers debate.

Andrews, Matthew Page

American history and government; 142 il. and 18 black and white maps in text; also front. and 2 maps in full color. 12+528 p. pors. D [c. '21] Phil., Lippincott \$2

Archer, William

The green goddess; a play in four acts. 132 p. D c. N. Y., Knopf bds. \$2

Arthur, Anne Knox

An embroidery book. 15+184 p. il. col. pls. O '20 N. Y., [Macmillan] \$4 n.

Simple patterns, often adapted from quaint pattern books, but with the "new art" flavor, are given, with clear, often illustrated, instructions on stitchery.

Augier, Emile, i. e., Guillaume Victor Emile, and Sandeau, Jules i. e. Léonard Sylvain Jules

Le gendre de Monsieur Poirier; comédie en quatre actes; ed. with introd., notes, exercises, and vocabulary by Richmond Laurin Hawkins. 10+169 p. por. S [c. '21] N. Y., Holt 56 c.

Baldwin, Bird Thomas, and others.

Studies in experimental education. 12+75 p. tabs. diags. O (Univ. studies in educ., no. 3) '20 Balt., Johns Hopkins Press pap. \$1.25

Ballantine, Henry Winthrop

The preparation of contracts and conveyances; with forms and problems. 6+226 p. D c. N. Y., Macmillan \$2.50

Barclay, Wade Crawford

The principles of religious teaching. 132

p. O c. '20 N. Y. & Cin., Abingdon Press \$1 n.

Barrowcliff, M., and Carr, Francis H.

Organic medicinal chemicals (synthetic and natural). 13+331 p. il. figs. O (Industrial chemistry) '20 N. Y., Van Nostrand \$4 n.

Barrymore, Blanche Marie Alrichs [Mrs. John Barrymore; Michael Strange, pseud.]

Clair de lune; a play in two acts and six scenes. 164 p. D c. N. Y., Putnam \$1.75 n.

Play in which John and Ethel Barrymore are now starring.

Bayston, John Robert

The Ford car, construction and repair; a practical guide; including instructions on the care and repair of the Ford car; complete methods for testing and repairing the Ford electrical system, and questions and answers. 3+148 p. il. D c. Chic., Am. Technical Society \$2

Bealby, John Thomas, and Fairford, Ford

Canada, by J. T. Bealby, and Newfoundland, by Ford Fairford; with 16 full-page il. in colour. [American ed.] 8+88 p. col. pls. maps D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

Six volumes of the English series depicting child life in foreign countries are now issued in an American edition, two countries or cities bound in one volume with the original illustrations. Other volumes to follow.

Berlitz, Maximilian Delphinus

Clave para el primer libro de inglés, conteniendo la pronunciación y la traducción del texto inglés, con las reglas gramaticales y la explicación de los idiotismos; destinado el estudio, sin professor, de la lengua inglesa ó a la revisión en casa de las lecciones regulares; [a text-book for Spaniards]. 3+105 p. D c. N. Y., The Berlitz School of Languages \$1.25

Boulnois, Henry Percy

Municipal engineering; surveying the scope of municipal engineering and the statutory position, the appointment, the training, and the duties of a municipal engineer. 6+103 p. S (Pitman's technical primer ser.) N. Y., Pitman bds. \$1

Brookes, Leonard Elliott

Brookes' automobile handbook; a manual of practical information for automobile owners, repair men and schools; rev. and enl. by Harold P. Manly. 5+706 p. il. diagrs. S [c. '21] Chic., F. J. Drake \$2

Brown, Edna Adelaide

Journey's end. 414 p. D [c. '21] N. Y., Lothrop, L. & S. \$1.75

A novel concerned with the reactions upon each other's characters of a young doctor and a girl of modern type and with the influence upon both of a Quaker saint.

Browne, Edith A., and Goodall, Agnes M.

Spain by Edith A. Browne, and Portugal by Agnes M. Goodall; with 16 full-page il. in colour. [American ed.] 8+87 p. col. pls. map D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

Burch, Henry Reed

American economic life in its civic and social aspects. 11+533 p. D c. N. Y., Macmillan \$1.72.

A restatement of the author's "Elements of economics," for secondary schools.

Burgess, Charles Frederick, and others

Applied electrochemistry and metallurgy; a practical treatise on commercial chemistry, the electric furnace, the manufacture of ozone and nitrogen by high-tension discharges, and the metallurgy of iron, steel, and miscellaneous metals. 198 p. il. diagrs. D c. '20 Chic., Am. Technical Society \$2.50

Churchward, Albert

The origin and evolution of freemasonry connected with the origin and evolution of the human race. 239 p. O ['20] N. Y., Macmillan \$3.75

Clark, John Jesse

The slide rule and logarithmic tables; including a ten-place tab. of logarithms; a concise and accurate reference work on the application of the slide rule and logarithmic tabs. to practical problems. 9+192 p. il. diagrs. S [c. '21] Chic., F. J. Drake \$2

Clark, Thomas Arkle

Discipline and the derelict; being a series of essays on some of those who tread the green carpet. 203 p. D c. N. Y., Macmillan \$1.50 n.

Partial contents: Discipline and the derelict; The borrower; The undergraduate and graft; Youngest sons and only children; The politician.

Colton, Charles

My orient pearl; being an Englishman's story of love and adventure in Japan. 280 p. D c. N. Y., J. Lane \$1.75

Collins, Julius Lloyd

Inbreeding and crossbreeding in *crepis capillaris* Wallr. various paging O (Pub. in agric. sciences, v. 2, no. 6) '20 Berkeley, Cal., Univ. of California Press pap. 30 c.

Curtis, Leslie Forrest

Voltage wave analysis with indicating instruments. 26 p. il., tabs., diagrs. O (Engineering

The adventures of an Englishman infatuated with a beautiful Japanese girl cruelly persecuted by her half-brother.

Conrad, Joseph

Notes on life and letters. 10+262 p. D c. Garden City, N. Y., Doubleday, Page \$1.90 n.

In this book of sketches Joseph Conrad makes as intimate a revelation of himself as his life-long reserve will permit. It contains such chapters as: "Books," "Henry James," "Guy de Maupassant," "Anatole France," "Autocracy," and "The War and Tradition."

Coolidge, Dane

The man-killers. 6+243 p. D [c. '21] N. Y., Dutton \$2 n.

A Kentucky feud transferred to the "cow-country" of Arizona is the theme of this romance in which Cupid has failed to recognize the feud.

Coryell, Hubert V., and Holmes, Henry W.

Word finder. 8+150 p. D c. Yonkers-on-Hudson, N. Y., World Bk. Co. 72 c.

Cotter, Arundel

United States Steel, a corporation with a soul. 10+312 p. pls. pors. O c. Garden City, N. Y., Doubleday, Page \$3 n.

Gives the human interest side of the corporation, its relations with its workers, its keen interest in their welfare and its efforts to better their conditions. Covers also the company's financial operations, the value of its securities, its foreign trade system, etc.

Couperus, Louis Marie Anne

Majesty; a novel; newly tr. by Alexander Teixeira de Mattos; with a preface by Stephen MacKenna. 16+327 p. D c. N. Y., Dodd, Mead \$2

A picture of court life and of princes and rulers presented as human characters.

Davies, A. Morley

An introduction to paleontology. 11+414 p. il. figs. D '20 N. Y., Van Nostrand \$3.50

Delbridge, Charles Lomax

Delbridge pocket size 5½ per-cent interest book and with time maturity table. 7+79 p. D c. '20 St. Louis, Mo., The Delbridge Co. \$2.50

A town to be operated for the benefit of animals and as an object lesson in good government. 9+53 p. S [c. '20] St. Louis, Mo., The Delbridge Co. \$1

Denny, Claude W.

The electro-deposition of copper, and its industrial applications; the principles and practice of electro-deposition, with special reference to recent developments and applications in the electro-deposition of copper; for students, electro-platers, electrical engineers, designers, and manufacturers. 12+108 p. il. figs. S (Pitman's technical primer ser.) N. Y., Pitman bds. \$1

experiment station, bull., no. 8) '20 Seattle, Wash., Washington (State) Univ. pap. 50 c.

Daniels, Joseph

The coking industry of the Pacific northwest. 33 p. il., pls., map., diagrs. O (Engineering experiment station, bull. no. 9) '20 Seattle, Wash., Washington (State) Univ. pap. 60 c.

Elledge, Harvey Gerald, and Wakefield, Alice Lucille

The conservation of textiles. 162 p. il. fold. chart D [c. '21] La Salle, Ill., Laundry-owners National Assn. \$1

Ephimenko, A. R.

A short history of Russia; for public, elementary, and urban schools, and for junior classes of middle educational institutions; tr. by Herbert Moore. 11+157 p. il. pls. pors. maps D '20 N. Y., Macmillan \$2.50 n.

Finnemore, John, and Wilmot-Buxton, Ethel May

England by John Finnemore, and Wales by E. M. Wilmot-Buxton; with 16 full-page il. in color. [American ed.] 7+87 p. col. pls. map D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

Finney, Ross L.

The American public school; a genetic study of principles, practices and present problems. 14+345 p. il. pors. D c. N. Y., Macmillan \$2

Fippin, Elmer O.

Rural New York. 15+381 p. figs. charts pls. D (Rural state and province ser.) c. N. Y., Macmillan \$2.50

Fletcher, Joseph Smith

Harrogate and Knaresborough. 124 p. il. pls. end maps D (The story of the English towns) '20 N. Y., Macmillan \$1.60 n.

Pontefract; with numerous il. by G. P. Rhodes and others. 128 p. pls. map D (The story of English towns) N. Y., Macmillan \$1.60 n.

Frankau, Gilbert

The seeds of enchantment; being some attempt to narrate the curious discoveries of Doctor Cyprian Beamish, M.D., Glasgow; Commandant René de Guys, Annamite Army, and the Honourable Richard Assheton Smith, in the golden land of Indo-China. 10+364 p. D c. Garden City, N. Y., Doubleday, Page \$1.75

Romance of a French colony of adventurers in Indo-China.

Fraser, William Henry, and Squair, John

Complete French grammar; the new Fraser and Squair; with new exercises in pt. 1 by A. Coleman. 9+563 p. il. D [c. '21] N. Y., Heath \$1.76

Gates, Philip

Tool and machine setting; for milling, drilling, tapping, boring, grinding and press work; a practical guide to the setting and manipula-

tion of tools and machines with data and examples from practice. 10+93 p. il. figs. S (Pitman's technical primer ser.) N. Y., Pitman bds. \$1

Geikie, James

Structural and field geology; for students of pure and applied science. 4th ed. rev. 24+454 p. il. pls. figs. O '20 N. Y., Van Nostrand \$7.50 n.

Gillis, Mary M.

Food efficiency; or, The best food for the least money. 264 p. D [c. '20] Jersey City, N. J., International Letter Club \$2.75

A book of recipes, in which have been worked out the relative food values.

Good, Frederick Foreman

Laboratory projects in physics; a manual of practical experiments for beginners. 12+267 p. (6 p. bibl.) il. figs. D '20 c. N. Y., Macmillan \$1.60

Gore, J. Rogers

The boyhood of Abraham Lincoln; from the spoken narratives of Austin Gollaher; il. from photographs. 316 p. il. pls. D [c. '21] Indianapolis, Bobbs-Merrill \$2.50 n.

Incidents and adventures in Lincoln's boyhood, set down as they were told by his former playmate, Austin Gollaher.

Grierson, Elizabeth Wilson, and Hinkson, Katharine Tynan [Mrs. Henry Albert Hinkson]

Scotland by Elizabeth Grierson, and Ireland by Katharine Tynan; with 16 full-page il. in colour. [American ed.] 86+88 p. col. pls. maps D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

Grimes, Evie Margaret

French idioms. 39 p. O c. Elmira, N. Y., The Advertiser pap. 55 c.

Harrington, Helen

The red flower; a play of Armenia to-day. 40 p. il. music O c. '20 N. Y., Interchurch Press pap. 50 c.

Hart, Edward

A text-book of chemical engineering. 12+211 p. il. fold. pls. O c. '20 Easton, Pa., The Chemical Pub. Co. \$4 n.

Hobbs, Glenn Moody, and others

Practical mathematics; an elementary treatise covering the fundamental processes of arithmetic, algebra, and geometry; with a practical presentation of logarithms and curve plotting. 172 p. diags. D '21 Chic., Am. Tech. Society \$1.50

Emrich, John Oscar

The voter's guide; a digest of the election laws of Pennsylvania; a complete description of the method of holding all elections in this state; rev. and enl. 153 p. diags. O '21 Pittsburgh, Pa., William G. Johnston Co. pap. 50 c.

Fairfax, Virginia

Pamphlets and clippings in a business library.

62 p. diags. T '21 San Francisco, Cal., Journal of Electricity & Industry, 531 Rialto Bldg. pap.

Kentucky. Geological Survey

A bibliography of the several books, reports, papers and maps relating to geology; written and prepared by William Rouse Jillson. 7 p. O (Ser. 6, pamphlet no. 1) '20 Frankfort, Ky., Geological Survey pap. gratis

Holmes, Arthur

The nomenclature of petrology; with references to selected literature. 284 p. D '20 N. Y., Van Nostrand \$3.50 n.

Hopkins, R. Thurston

Kipling's Sussex. 252 p. il. pors. O. N. Y., Appleton \$3.50

Record of author's sojourn in the Sussex which serve as the background for many of Kipling's songs and stories.

Horn, Ernest, and Ashbaugh, Ernest James

Lippincott's Horn-Ashbaugh speller for grades one to eight. 20+105 p. D [c. '20] Phil., Lippincott 75 c.

Houston, Mary G., and Hornblower, Florence S.

Ancient Egyptian, Assyrian and Persian costumes and decorations; containing 25 full-page il., 16 of them in col., and 60 line diags. in the text. 12+89 p. mounted col pls. O. N. Y., Macmillan \$4

Drawings both ancient and modern of ancient costumes, with text descriptions. With a few exceptions the costumes illustrated have been made before being sketched.

Jacobs, Frederic Burnham

Cam design and manufacture; 87 illustrations. 7+121 p. O c. N. Y., Van Nostrand \$2 n.

Jones, Herbert

The blue ship [verse]. 79 p. D N. Y., J. Lane bds. \$1.50 n.

Keller, Albert Galloway

Through war to peace; a study of the Great War as an incident in the evolution of society; rev. ed. 14+196 p. D '21 c. '18-'21 N. Y., Macmillan \$1.90 n.

Author is professor of the science of society in Yale University. Volume is suited to use as a textbook.

Kelly, Albanis Ashmun

The expert paper hanger; 2nd ed., rev. and improved; being a complete exposition of the art and practice of decorating walls and ceilings with wall paper, woven fabrics, and other wall coverings; including a glossary of trade terms and handy table for estimating; also a complete price list for hanging. 8+190 p. front. il. diags. D (Expert ser.) c. Paoli, Pa., [Author] \$2.50

League (The) of nations starts; an outline by its organizers. 11+282 p. (16 p. bibl.) O '20 [N. Y., Macmillan] \$3

Chapters by Raymond B. Fosdick, Dr. J. T. Shotwell, professor of history, Columbia University, Lt.-Col. Requin, French General Staff, and others, each on his own field, showing how the League is organized and is functioning.

Lewis, Mrs. Travers [Ada Leigh]

Homeless in Paris; the founding of the "Ada Leigh" homes; with 5 illustrations. 146 p. pls. por. O '20 N. Y., Macmillan \$2.50

Liddle, Rev. William, and Thomson, M. Pearson

Sweden by Rev. William Liddle, and Mrs. Liddle, and Finland by M. Pierson Thomson; with 16 full-page il. in colour. [American ed.] 8+87 p. col. pls. maps D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

McCaleb, Walter Flavius

The public finances; under the auspices of the Doheny Foundation. 267 p. O c. '21 N. Y., Harper \$2.50 n.

The financial story of Mexico, developed historically from the Spanish régime to the disorder following Huerta and Carranza.

MacEachen, Roderick Alysius, D.D.

Religion; first manual; with a preface by Right Reverend Thomas J. Shahan, D.D. 19+333 p. D (MacEachen's course in religion) [c. '19-'21] N. Y., Macmillan \$1.28

McFee, William

An ocean tramp. 60+189 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

Reflections on the life on the sea. This is the author's first book published in London in 1908. The manuscript, essentially unchanged, is enriched by a preface.

Mackean, William Herbert, D.D.

Christian monasticism in Egypt; to the close of the fourth century. 160 p. map D (Studies in church history) '20 N. Y., Macmillan \$3 n.

Melville, Norbert John

Standard method of testing juvenile mentality by the Binet-Simon scale and the Porteus scale of performance tests; a uniform procedure and analysis; with an introd. by William Healy; 2nd enl. ed. 11+157 p. il. col. pl. fold forms D [c. '20] Phil., Lippincott \$3 n.

Millikin, Linna Loehr

Pine needle basketry; a complete book of instructions for making pine needle baskets. 7+38 p. il. O [c. '20] Cambridge, Mass. J. L. Hammett Co. \$1.60 n.

Mitchell, Stewart

Poems. 9+85 p. D c. N. Y., Duffield bds. \$1.25 n.

Mitton, Geraldine Edith, and Williams, Margaret

London, by G. E. Mitton, and Paris by Margery Williams; with 16 full-page il. in colour. [American ed.] 7+88 p. col. pls. D (Peeps at many lands) N. Y., Macmillan \$1.50 n.

Morris, Cora, comp.

Stories always new; as told for children by [the author]; il. by Antoinette Inglis. 197 p. col. pls. D [c. '21] N. Y., Lothrop, L. & S. \$1.75

Stories grouped by the countries in which they are favorites as told by a professional story-teller.

Morris, Nephi Lowell

Prophecies of Joseph Smith and their fulfillment. 198 p. il. (incl. facsms.) D c. '20 Salt Lake City, Utah, Deseret Bk. Co. \$1.25

Mott, J. Varnum

The Boston terrier; 4th ed.; its history points, breeding, rearing, training and care; together with several instructive chapters on management and diseases of dogs from a common sense view; rev. ed. 96 p. il. pls. O (Popular dogs of the day, no. 1) [c. '20] N. Y., Field & Fancy Pub. Corp. 205 W. 34th St. pap. \$1

Nurserymatograph (The); by a lawyer; with interludicrousness by a parson; and silly-stations by a sergeant-major. 79 p. il. D N. Y., J. Lane \$1.25 n.

O'Brien, John Anthony

Silent reading; with special reference to methods for developing speed; a study in the psychology and pedagogy of reading. 17+287 p. tabs. D c. N. Y., Macmillan \$1.72

Oman, John Wood

Grace and personality. 2d ed. rev. 16+302 p. D '19 N. Y., Macmillan \$3.50

Pagé, Victor Wilfred

Questions and answers relating to modern automobile design, construction, driving and repair; includes all latest developments, with complete discussion of electric starting and lighting systems. 1921 rev. and enl. ed. 701 p. figs. D c. '13-'21. N. Y., Henley \$2.50

Parables (The); il. by H. J. Ford. 78 p. pls. (part col.) O '20 N. Y., Macmillan bds. \$1.75

The parables explained for young people, with full page pictures.

Parry, Reginald St. John, ed.

Cambridge essays on adult education. 8+230 p. O '20 N. Y., Macmillan bds. \$5

Patterson, Arthur M.

The heaviest pipe; a story of mystery and adventure. 270 p. D c. '21 Phil., Jacobs \$2 n.

The complications that ensued when a young Boston lawyer who had just learned that he has inherited a fortune obliges a young woman he meets traveling to Maine by passing as her husband.

Phillpotts, Bertha Surtees

The elder edda and ancient Scandinavian drama. 9+216 p. front. O '20 [N. Y., Macmillan] \$8

Pierce, Grace Adele

Come unto me; songs of eternal life. 46 p. front. (port.) il. D [c. '20] Mountain View, Cal., Pacific Press Pub. Assn. bds. 65 c.

Rohmer, Sax, pseud. [Arthur Sarsfield Ward]

Bat Wing; front. by Arthur Schwieder. 333 p. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

A mystery story in which a Cuban landowner is cursed by his laborers with the death curse of the High Priest of Voodoo, the native symbol of death, a bat's wing, being pinned to his door at regular intervals.

Rossmoore, E. E.

Federal corporate income taxes. 338 p. O c. N. Y., Dodd, Mead \$7.50

Practical information of value to advisors of corporations, accountants, tax examiners, etc.

Rowland, Albert Lindsay

Heroes of early American history; [a his-

tory reader for the fourth grade]. 224 p. il. D c. Phil., Franklin Pub. & Supply Co. \$1.10

Russell, Harry Luman, and Hastings, Edwin George

Agricultural bacteriology for students in general agriculture. 14+368 p. il. diagrs. D [c. '21] N. Y., Century Co. \$2.15

Sakolski, Aaron Morton

Elements of bond investment. 5+158 p. D c. N. Y., Ronald Press \$2

Explanation of the principles of sound investment prepared for the use of the security salesman and private investor.

Shaw, Wilfred Byron

The University of Michigan; il. by photographs and four etchings by the author. 10+364 p. front. pls. pors. facsms. O c. '20 N. Y., Harcourt, Brace & Co. \$4 n.

Smith, Harry James

Cape Breton tales; with il. by Oliver M. Wiard. 140 p. il. D c. '20 Bost., Atlantic Monthly Press bds. \$2 n.

Sneed, M. Cannon

Qualitative chemical analysis; a study of the reactions and analysis of inorganic substances. 11+198 p. O [c. '21] Bost., Ginn \$1.56

Society of Arts and Sciences, comp.

O. Henry memorial award prize stories of 1920; with an introd. by Blanche Colton Williams. 16+322 p. D c. Garden City, N. Y., Doubleday, Page \$1.90 n.

The second series of magazine stories chosen for exceptional merit by the Society of Arts and Sciences, including stories by Maxwell Struthers Burt, Frances Noyes Hart, F. Scott Fitzgerald, Lawrence Perry, Wilbur Daniel Steele, and others.

Spettigue, J. H.

Nero; an African mongrel; a plain unvarnished tale; with il. by D. E. Seymour Haden. 61 p. col. front. il. Q '20 N. Y., J. Lane \$1.50 n.

The career of a pet dog.

Steam, its generation and use; 35th ed. 335 p. il. D [c. '20] N. Y., Babcock & Wilcox Co. gratis

Stevens, Frank Lincoln, and Hall, J. G.

Diseases of economic plants. Rev. ed. by F. L. Stevens. 8+507 p. (24 p. bibl.) il. pors. figs. D c. N. Y., Macmillan \$3.90 n.

Stoller, H. M., and others

Small motors, transformers, electromagnets, a practical presentation of design and construction data for small motors, small low-and-high-tension transformers, electromagnets, and induction coils. 4+320 p. il. diagrs. D c. '20 Chic., Am. Technical Society \$3

Reville, John Clement

The virgin knight, St. Jeanne d'Arc. 32 p. D [c. '20] N. Y., The America Press pap. 10 c.

Ryan, Francis M., and others.

Multiplex radio telegraphy and telephony. 23 p. tabs., diagrs. O (Engineering experiment station,

bull. no. 7) '20 Seattle, Wash., Washington (State) Univ. pap. 50 c.

Sanders, James Glossbrenner, and De Long, Dwight Moore

Four papers on homopterous insects. 22 p. il. pls. O (Bu. of plant industry; technical ser., bull. no. 1) '21 Harrisburg, Pa., Dept. of Agriculture pap.

Struben, A. M. A.

Tidal power; tides and their measurement; the estimation of potential tidal power; comparisons between systems of development; the financial aspect of the problem; difficulties to be overcome; and the lines for development. 12+115 p. front. diagrs. S (Pitman's technical primer ser.) N. Y., Pitman bds. \$1

Sullivan, Rev. John Francis

The visible church; her government, ceremonies, sacramentals, festivals and devotions; a compendium of "the externals of the Catholic church; a text-book for Catholic schools; with 120 il. from pen drawings by the author. 9+275 p. O '20 c. N. Y., P. J. Kenedy \$1

Taylor, Katharine Haviland

Natalie Page. 301 p. D [c. '21] Phil., Jacobs \$2 n.

The reactions of a Virginia girl, accustomed to strenuous out-of-door sports, to a pink tea existence in her aunt's New York home.

Thomson, Charles Goff

Terry; a tale of the hill people. 275 p. D c. N. Y., Macmillan \$2 n.

A story of action and adventure set in the Philippines, with a young American captain in the native constabulary as the hero. The author was formerly lieutenant colonel U. S. Army, and assistant director of prisons, for Philippine government.

Tiemann, Harry Donald

The kiln drying of lumber; a practical and theoretical treatise; 3rd ed. 11+318 p. il. pls. diagrs. (part fold.) O [c. '20] Phil., Lippincott \$4.50 n.

U. S. Office of Internal Revenue

Income tax primer; rev. Jan. 1st, 1921; prepared by the Bu. of Internal Revenue for the information and assistance of taxpayers. 40 p. O (Treasury dept.) '21 Wash., Gov. Pr. Off., Supt. of Doc. pap. apply

U. S. Post-office Dept.

Parcel post statistics; statistical data relative to ascertaining the cost of administering the parcel post service and the trend and tendencies of the system in its growth and developments. 63 p. tabs. (part fold.) O '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. apply

Van Duzee, Millard C.

The dipterous genus *dolichopus latreille* in North America. 304 p. pls. O (Smithsonian Inst., U. S. Nat. Museum, bull. 116) '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap.

Walsh, Thomas F. X.

Pilgrimage to Europe with the Knights of Columbus, 1920; [Fr. Walsh's diary, in which he tells of his travels in Italy, France, Scotland and Ireland]. 22 p. O c. '20 Trenton, N. J., MacCrellish & Quigley, 13 S. Montgomery St. pap. priv. pr.

Ware, Richard Darwin

Politics adjourned; with introd. by John Milton [verse]. 7+63 p. O c. '20 Amherst, N. H., Amherst Pub. Co. pap. 75 c.

Politics regained [verse]. 50 p. O c. '20 Amherst, N. H., Amherst Pub. Co. pap. 75 c.

Warfield, Solomon Davies

Address of S. Davies Warfield on the occasion of the dinner given in his honor on Monday evening, Dec. 13, 1920, at the Waldorf-Astoria hotel, New York; with introd. remarks of Hon. Myron T. Herrick; and letter from former senator Elihu Root. [Subject: Rates, earnings, equipment, value, em-

Tinkler, Charles Kenneth, and Masters, Helen

Applied chemistry; a practical handbook for students of household science and public health. v. 1, Water, detergents, textiles, fuels, etc. 11+292 p. il. figs. O '20 N. Y., Van Nostrand \$4.50 n.

Tralle, Henry Edward

Story-telling lessons. 112 p. S [c. '21] Phil., Am. Baptist Pub. Society 75 c. n.

Wickham, Harvey

The clue of the primrose petal. 313 p. D [c. '21] N. Y., Clode \$1.75 n.

A detective story wherein there are many suspects for the crime.

Wolff, William Almon

The path of gold; il. by C. B. Falls. 302 p. D c. '20 N. Y., Reynolds Pub. Co. \$1.50

Stephen Thayer, a failure, gets a chance to run the Haitian Railways and gets involved in plenty of adventures, to which two girls add the necessary zest.

Worst, Edward F.

Construction work for the primary grades. 9+291 p. il. O [c. '20] Milwaukee, Wis., The Bruce Pub. Co. \$2.25 n.

Young, Gordon Ray

Savages. 327 p. front. D c. Garden City, N. Y., Doubleday, Page \$1.75 n.

How Hurricane Williams, beloved by the South Sea natives but outcast from the preying whites, settled an old score with a white king of the islands and with a beautiful, unscrupulous woman.

ployees and their relations to transportation.] 34 p. O '20 Balt., Nat. Assn. of Owners of Railroad Securities pap. gratis

Webster, George Washington

A physiological basis for the shorter working day for women. 20 p. O (Bull. of the Women's Bu., no. 14; U. S. Dept. of Labor) '21 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. 5 c.

Wessling, Hannah Louise

Baking in the home. 40 p. il. O (Dept. of Agric., farmer's bull. 1136, States relations service) '20 Wash., D. C., Gov. Pr. Off., Supt. of Doc. pap. 10 c.

Wheaton, Carl Crumlie

Cases on federal court procedure; together with judicial code, equity rules, forms and questionnaire. 8+758 p. O c. Chic., Callaghan & Co. buck. \$6 n.

Williamson, Charles Clarence

Andrew Carnegie; his contribution to the Public Library movement; a commemorative address. 14 p. O '20 N. Y. [Author], Division of Economics, N. Y. Pub. Library pap. apply

Witherby & Co., London, Eng.

Marine insurance clauses; including York-Antwerp rules, Marine insurance act, and table of stamp duties. 4+152 p. S '20 N. Y., N. A. Phemister Co. [Ag'ts], 42 B'way \$3

Yarmolinsky, Abraham, comp.

The Kennan collection; [a bibliography]. 13 p. Q '21 N. Y., The New York [City] Public Library pap. 10 c.

Young, Karl

The dramatic associations of the Easter sepulchre. 130 p. O (Studies in language and literature, no. 10) '20 Madison, Wis., Univ. of Wisconsin pap. 50 c.

Rare Books, Autographs and Prints

AT Sotheby's in London April 18 a first folio of Shakespeare brought \$21,000 and a first edition of Walton's "Angler" \$2850.

Miscellaneous books, including works relating to Abraham Lincoln, the Civil War, regimental and general history, Confederate imprints and military history, works on slavery, and an important collection of works on the fine arts and architecture, will be sold by Stan V. Henkels, in Philadelphia, May 3 and 4.

Two volumes, Thomas DeLoney's "Strange Histories of Songs and Sonnets of Knights and Gentlemen," London, 1612, and William Percy's "Sonnets to the Fairest Coelia," London, 1594, purchased by Dr. Rosenbach at the recent sale of Britwell selections at Sotheby's, costing \$1,080 and \$2,680 respectively, have been privately sold to the British Museum at the original auction price. The trustees, it was reported, were disappointed at not obtaining them at auction and when this became known to Dr. Rosenbach he offered them the books without profit.

An unpublished portrait of Percy Bysshe Shelley painted by R. Hancock, at Clifton, in Devonshire, August 4, 1815, apparently given to the poet as a birthday present, once owned by Buxton Forman, was recently sold by the Brick Row Bookshop of this city. A note in Mr. Forman's handwriting accompanied the portrait and referred to it as the "Williams portrait of Shelley," but just why this name was given to it is not clear. Possibly the name may have indicated a former owner. At any rate it has been clearly established that it was painted by Hancock, an artist of the period and a friend of the poet.

In the last number of *Wall's Etched Monthly*, James F. Drake, the rare book dealer, answers the question "Why First Editions" as follows: "The theory of the first edition proves itself. First, it insures the money invested in the purchase, because, for the average of a collection an equivalent price can be obtained when the books are sold. The sales records of two hundred years prove this. Later editions would not insure the purchase price because only first editions, except in the case of very rare items, have much value. Second, it stands as the history of the period representing binding, type, quality of paper and the social customs of the time. Third, the interest stimulated in the search for the first issue of a rare volume gives added pleasure, leads to wider reading as a result, and, in a few years of handling, imparts a liberal education to the buyer. Fourth, books afford the only line of collecting where the financial ability of every buyer can have

play. The buyer of one to five dollar books has the same chance along with the hundred and five hundred dollar buyer."

A notable collection of English illustrated books of the first half of the nineteenth century, comprising the work of such artists as George and Robert Cruikshank, John Leech, Hablot K. Browne, Robert Seymour, William and Henry Heath and G. M. Woodward, is on exhibition at the book shop of Ernest R. Gee & Company, 442 Madison Avenue. A well printed, illustrated catalog with careful descriptions and frequent notes has just been issued and will be of great interest to collectors of this period. Many of the items are excessively rare and frequently in unique state, for instance, David Carey's "Life in Paris," with illustrations by George Cruikshank, is in the original 21 parts with all the wrappers intact; Alfred Crowquill's "Holiday Grammar," with colored etchings by George Cruikshank, first edition, is in the original brown printed wrapper; Pierce Egan's "Life in London," with colored etchings by I. R. and G. Cruikshank, first edition, is probably unique as it contains all of the parts in the very first state, also a duplicate wrapper in the second state of Part II; Grimm's "German Popular Stories," illustrated by George Cruikshank, is a second issue but unique as it was the artist's own copy with the title page of each volume before letters, the lettering being in pencil in Cruikshank's own autograph; "Peter Schlemihl," with plates by George Cruikshank, first edition in the original pink boards; and Pierce Egan's "Sporting Anecdotes" with colored plates by Theodore Lane, first edition in the original parts, probably unique in this condition. These selections indicate the extraordinary character of this collection.

First editions, manuscripts, autograph letters and extra-illustrated books, including the private libraries of Trowbridge Hall of this city, Miss Eleanor Fitzgibbons of Laurel, Md., books from the estate of F. R. Halsey of this city, and other consignments were sold at the American Art Galleries, April 20 and 21. The sale was well attended and competition frequently was spirited. It was the association's most important book sale of the season up to the present time, the grand total reaching \$58,046.50. The highest price, \$3400, was paid for an extra-illustrated copy of Daniel's "Engraved Work of Richard Cosway" which contained 473 additional plates and original drawings by both Robert and Maria Cosway. It cost Mr. Halsy considerably more than twice what Walter M. Hill paid for it. Thomas J. Gannon paid \$1550 for "Echoes" Lahore, 1884, by Rudyard Kipling and his sister, unique copy presented by Kipling to his Alma Mater with a five stanza poem entirely in his autograph. An

autograph letter of twelve pages by O. Henry brought \$510. A set of Surtees's "Sporting Novels," five volumes in the original parts, brought \$860. Stevenson first editions brought good prices, the highest being \$1025 paid for "Black Canyon, or Wild Life in the West," Davos-Platz, 1882, the original issue of one of the juvenile toy books with the cuts executed by Stevenson. The Baxter collection of Thackeray letters, consisting of 43 lots, were bought mainly by Walter M. Hill, the various lots bringing a total of \$4792.50. This sale consisted largely of first editions and manuscripts of the last century and the prices indicate an active demand for rarities of this period.

The William Loring Andrews collection of Americana, consisting of maps, prints and books, many relating to New York, was sold at the Anderson Galleries April 18 and 19, bringing \$20,323.75. Interest centered in the Bradford Map of New York, made from a survey by James Lyne and printed in 1731 by the city's first printer. This rarity—one of three known copies—brought \$6500, the highest price ever paid for printed item at auction relating to New York, and was bought by Cortlandt F. Bishop. Other interesting lots and the prices which they brought were the following: "The American Almanac," by Titian Leeds, New York, 1738, printed by William Bradford, brought \$200; "The New York Pocket Almanacs," for 1784-85, 96-97-1801-02-03, by Thomas Moore, printed by Hugh Gaige, New York, \$155; "The Bradford Map and the City of New York at the time of the Granting of the Montgomerie Charter," with illustrations, levant, by R. W. Smith, New York, 1893, one of ten copies on Japan paper with a full page drawing by George H. Boughton, \$250; Christopher Colles's "A Survey of the Roads of the United States," original boards, New York, 1789, a fine perfect copy, \$320; Dr. John W. Francis's "Old New York," extended to 4 vols., by the insertion of 522 portraits, scenes, water colors and autographs, levant by Matthews, New York, 1865, \$425; Pierre M. Irving's "The Life and Letters of Washington Irving," large paper copy of the first edition extended to 8 vols., levant by Matthews, New York, 1862-64, \$180; Patrick McRoberts "A Tour Through Part of the North Provinces of North America," morocco, Edinburgh, 1776, \$355; "New York Directory for the Year 1789," with folding plan of the city, levant, by the Club Bindery, New York, 1789, the third New York directory said to be as rare as the first, \$310; Samuel Willard's "The Duty of the People that have Renewed their Covenant with God," etc., morocco by Stikeman, Boston, 1682, \$425; "A View of Castle William by Boston in New England," a unique Boston print, ascribed by McStauf-fer to Paul Revere but probably engraved by Thomas Johnson, \$375; and "The New York Custom House," an aquatint of the Old Government House, \$470.

A branch of the Brick Row Bookshop, of New Haven and New York, will be opened in Princeton at the beginning of the new university year. It will be located at 68½ Nassau Street and will be under the management of Henry Chapin, formerly of the New York *Evening Post*, and a graduate of Princeton University. Practically all of the details, including the matter of finances, have been completed. Early in July Byrne Hackett will go to England to buy stock for his joint bookshops. The past year has been a period of healthy development for Mr. Hackett's rare book business; his stock of prints, manuscripts and rare books, especially in early English literature, has been greatly augmented and his clientèle, especially in this city and the west, is constantly growing. His East Forty-seventh Street bookshop is one that out-of-town visitors cannot afford to miss; it is already recognized here as one of the finest in the city. Mr. Hackett's original strategy of reaching the young men of Yale, Columbia and Princeton, at close range, is characteristic of his general intelligence. His enthusiasm for literary rarities of all kinds is bound to start many young men in book buying and collecting and he should profit by his foresight. Such a plan, however, requires patience and time to bring its full success, for, after all, this is a seed planting time for Mr. Hackett's enterprises and the real harvest will come in future years.

F. M. H.

Catalogs Received

Americana, historical books and pamphlets. (No. 14; Items 1041.) The Aldine Book Co., 436 Fourth Avenue, Brooklyn, N. Y.
Americana, rare Colonial tracts, scarce Indian items, including Hoyt's Antiquities, Bouquet's Expedition, 1766, Smith's Captivity, 1834, Kentucky, Lincoln Cartoons, Revolution, The South and Many Out-of-the-Way Western items. (No. 11; Items 792.) Smith Book Co., Suite 914 Union Central Bldg., Cincinnati, Ohio.
Miscellaneous books. *Barnie's Haunted Bookery*, 725 E St., San Diego, Calif. and 3 Featherstone Bldg., London, W. C. 1, England.
Very choice and rare books, French classics of the XVth-XVIIIth Centuries Association, books from Erasmus to Boswell, exquisite Mosaic armorial and embroidered bindings, authors' original manuscripts, etc. (No. 2.) G. Nichelmore & Co., 5, Royal Opera Arcade, London, S. W., England.

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One page 50.00
Half page 30.00
Quarter page 15.00
Eighth page 7.50

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Under the headings of "BOOKS WANTED" and "BOOKS FOR SALE" subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

Under "HELP WANTED" or for other small undisplayed advertisements, the charge is 20 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line.

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Books Wanted and for Sale

BOOKS WANTED

James Adair, 114 South 6th St., Minneapolis, Minn.
The Unknown Life of Jesus, by Novovitch.

"A. L. P.," 29 E. 28th St., New York. [Cash]
Jesus the Jew, 1902.

William H. Allen, 347 Walnut St., Philadelphia
Chester, Manual of Determinative Bacteriology.
Granger, Index to Poetical Quotations, latest.
Hancock, French Revolution and English Poets.
Hare, Walks in Rome ed., St. Clair Baddely.
Mahaffy, Greek World Under Roman Sway.
Washington, Writings, Ed. Ford, 14 vols.

American Baptist Publication Society, 1107 McGee
St., Kansas City, Mo.

Hasting's Great Texts of the Bible, complete set.
Work Days of God, good condition.
The Christian's View of God, by Orr.
Virgin Birth of Jesus, by Orr.
God's Image in Man, by Orr.

Wm. H. Andre, 607 Kittredge Bldg., Denver, Colo.
Complete set of Rider Haggard.
Mackey History of Masonry, 7 volumes.

Theodore Arnold, 333 Dolphin St., Baltimore, Md.
Ruskin, Seven Lamps.
Ruskin, Stories of Venice, vols. 1 and 3 Universal
Ed., Dutton & Co.

Bailey's Book Store, Vanderbilt Sq., Syracuse, N. Y.
Clark's Onondaga County.
Morse, Furniture of Olden Times.
Morgan's League of the Iroquois.
Ayesha, Haggard.
Queen of Sheba's Ring, Haggard.
Rhymes of Little Boys, Johnson, Putnam.

William M. Bains, 1213-15 Market St., Philadelphia
London's The Road.
J. Patterson Smith, The Divine Library.
J. Patterson Smyth, Old Documents and the New
Bible.
Baring, Diminutive Drama.
Nordan, Paradoxes.
Walkowsky, Pictures of Russian History and Rus-
sian Language, Boston, 1897.

G. A. Baker & Co., Inc., 144 E. 59th St., New York
Carroll, Alice's Adventures in Wonderland, red
cloth, Appleton, N. Y., 1866; good price paid for
a fine copy.

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 Genealogies, Bascom, Thomas and Descend., 1870.
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 Leavenworth Gen.
 Levering, 1897.
 Schell, Descend. of J. C., 1896.
 Strong, 2 vols.
 Ten Broeck, by Runk, 1897.
 Tomlinson, 1891.
 Wood of Sackville, N. B., 1904.
 Usher, Memorial of R. G., 1895.

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Daniels, Coll. of Black-Letter Ballads.
 Davis, G. T. M., Autobiography, N. Y., 1881.
 Davis, Treatise on Military Law of U. S., 1898.
 Deering, Lee and His Cause, 1907.
 Democratic National Convention, 1912.
 Douglas, Seven Daughters, early ed.
 Edwards, Dict. of Thoughts, etc.
 Emmons, Oration on Bunker Hill Battle, 1827.
 Estes, Defence of Negro Slavery.
 Ewing, Blue and Red, 1883.
 Foster, Syndicalism.
 Futrelle, The Thinking Machine, 1907.
 The Mother Tongue.
 Ruxton, Life in the Far West.
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 Chambers, Thoughts of the Spiritual.
 Morgan, League of the Iroquois, pub. in Rochester, 1851, 1 volume, 8vo.
 Stone, Life of Brant, pub. 1838, 2 vols., 8vo.
 Stone, Life of Sir William Johnson, pub. 1865, 2 vols., 8vo.
 Hughes, Zall.
 MacKenzie, Man Who Tried To Be It.

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 Williams, James, Varieties of Religious Experience.
 Books of Portraits of Prominent Chinese and Japanese Men and Women, photographs of various types and costumes.

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 Rupert Brooks, Poems.
 Avowals, Geo. Moore, pub. by Laurie in England.
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 Fragments, by Cave, in 2 vols., white leatherette with black cover design.

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Hearn, Some Chinese Ghosts, first edition.
 Editorials Lafcadio Hearn from the Kobe Chronicle, privately printed in Japan.

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 Sturges, Bibliography of Bryant.
 Lobbell, Dr. Johnson's Mrs. Thrale.
 Johnson, New England and Its Neighbors.
 Oliver, Life of Hamilton.
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 Rawlinson, The Life of Henry Rawlinson.
 Charles Norton, On Modern Compounding Rectifying.
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Magic Storey, F. V. Day.
Dictionary-Encyclopedia, 1 vol., Dr. L. Colange.

John L. Hitchcock, 1010 Powell St., San Francisco
Atherton, Gertrude, The Splendid Idle Forties.
Booth, Newton Booth of California, N. Y., 1894.
Gazlay's Pacific Monthly, N. Y., 1865.
Marsh, Eleven Years in the Rocky Mountains.
Overland Monthly, 1883, March, 1884, February,
June, 1885, August, September October.

Hochschild, Kohn & Co., Howard St., Baltimore, Md.
Ryle's Commentary on St. John's Gospel, third vol.
Betrothed, Scott, in the Burt Home Library.
Handsome Harry or The Fighting Belvidere, Samuel Ellis.
Complete Works of William Shakespeare, New National edition, pub. by Hurst.
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Theatre of Today, Moderwell.
Heart of Lady Ann, published by Kate and Edger-ton Castle.
The Moon, W. H. Pickering.
Pageant of English Literature, J. E. Parrott.

Holmes Book Co., 740 S. Main St., Los Angeles, Cal.
Book of Knowledge, vol. 19, Grolier Society, red buckram, torch on back, edition with preface by J. H. Finley, August, 1911.

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Delmas' Speeches.
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Bradford's History of Plymouth Settlement, reprint.
Lewis, When Men Grew Tall.
Herndon's Lincoln, 3 vols.
Smyth's Synonyms, 6 copies.

Henry E. Huntington Library, San Gabriel, Cal.
Keep, A. B., compiler, History of the New York Society Library, 1908, publisher Scribner.

H. R. Huntington Co., Myrick Bldg., Springfield, Mass.
Set of Kipling, Outlet ed.

Hyland's Old Book Store, 204 Fourth St., Portland, Oregon
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Thwaites, Western Travels.

Jersey City Free Public Library, Jersey City, N. J.
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The Mentor, vols. 1-7 inclusive, nos. 1-196.

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Mitchell, Hist. Ancient Sculpture, 1905.

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History of Clinton County, Iowa.
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M. L. Montgomery, History of Berk County, 1886 ed., pub. by Everts Peck & Richards.

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Buckley, Syphilis In Innocent.

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Ewing, Neoplastic.

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Houghton.

Other books of similar character.

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Book Review Digest, 1910 to 1914.

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American Gazetteer, 1762, 3 vols.
Boatswain's Whistle.
Beechey Narrative, 2 vols., 1831.
Drake, California Names.
Dix, The American State.
Dimsdales Vigilantes, 3rd ed., 1915.
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Miller, Ship in the Desert, first ed.
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Lewis ed. Blackstone Commentaries.
Columbia Studies History, vol. 2, no. 1; vol. 2, no. 2; vol. 4, no. 3.
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Theosophic Voice, several of the 3 numbers, Chicago, 1908.
Brooks, Neo-Theosophy Exposed.

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Yale Lectures on Preaching, Forsyth.
The Bible Under Trial.

The Charles T. Powner Co., 177 W. Madison St., Chicago

Bouney, Banditti of the Prairie.
Stone, Border Wars of Revolution.

The Charles T. Powner Co., 26 E. Van Buren St., Chicago, Ill.

T. Douglas Murray, Jeanne d'Arc, Maid of Orleans and Deliverer of France, published by Heineman, London and McClure, U. S., 1902.

Presbyterian Board of Publication, 125 No. Wabash Ave., Chicago

Star Worlds and Their Destiny, R. J. Mahony.
Hebrew Bibles, 2 copies.

Presbyterian Board of Publication, 415 Church St., Nashville, Tenn.

Kerr, People's History of Presbyterianism.

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International Standard Bible Ency., 5 vols., James Orr.
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 Stephens, Incidents and Travels in Yucatan.
 H. C. Bunner, Story of New York House, 1st ed.
 Lever's Jack Hinton, pub. Jasper Harding, Philadelphia, 1848.
 Dixon, Vanishing Race.
 Hielis, Foretokens of Immortality.

Charles Scribner's Sons, 5th Ave. at 48th St., N. Y.
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 Gill, One Hundred Masterpieces of Sculpture, etc., Lane.

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Holberton, W., Standard American Fifes, N. Y., 1894.

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 Mitchell, History of American Sculpture, ed. of 1905 only.
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 Phillips, Bibliography of Henry James.
 Quiller-Couch, Ship of Stars.
 Richardson, Writings on American History, latest ed., Yale Univ. Press.
 Robinson, F. E., Among the Bells.
 Rohlf, Woman in the Alcove, Bobbs.
 Roosevelt, Americanism: An Address, Nat. Americanization Committee, 1916.
 Roosevelt, Confession of Faith Before Progressive Convention, Aug. 6, 1912, N. Y., 1912.
 Roosevelt, Conservation of Womanhood and Childhood, Funk & Wagnalls.
 Roosevelt, Essays and Practical Politics, ed. of 1888, Putnam.
 Roosevelt, Outlook Editorials, latest ed., Outlook Co.
 Roosevelt, Notes on Some Birds of Oyster Bay, L. I., privately printed, 1879.
 Roosevelt & Grinnell, Trail and Camp Fire Book of Boone & Crockett Club, pub. Forest and Stream, N. Y.
 Roosevelt & Minot, The Summer Birds of the Adirondacks in Franklin Co., New York.
 Ryberg, V., Teutonic Mythology, tr. Anderson, London, 1889.
 Sale, E. F., Manors of Virginia in Colonial Times, 1909.
 Service Book, Holy Orthodox Catholic Apostolic (Greco-Russian Church), trans. Hapgood, Houghton Mifflin.
 Seward, W. H., Works, ed. Baker, 5 vols., latest ed., Houghton Mifflin.
 Shorley, Paul, Unity of Plato's Thought, Univ. of Chicago.
 Shrine at Delphi.
 Smith, Classical Dictionary.
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 Van Renssalaer, The Van Renssalaers of Renssalaerswyck, limited ed., 1888.
 Verrill, Porto Rico and San Domingo, Dodd.
 Vrooman, Theodore Roosevelt, Dynamic Geographer, Oxford Press.
 Washington, Writings of George Washington, ed. by Ford, Letter Press ed., 14 vols., Putnam, 1889.
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Temple Review, 5513 Larchwood Ave., Philadelphia

Burke, Jones & Girardin, History Va., 1804.
 Howe, Historical Collections of Va., 1845.
 Wm. Stith, History of First Discovery and Settlement of Va., with index, 1747.
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 Mission of Masonry, Peters.
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McClure's Magazine, August, 1907.

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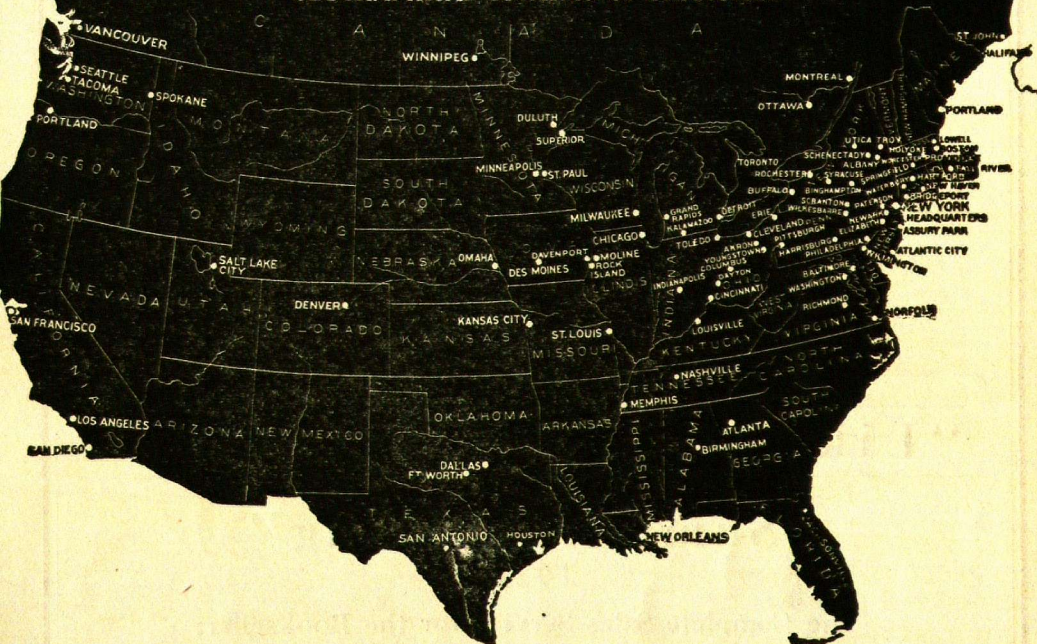
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